Radio Round-up on food...

A Service --
For Directors of Womens' Radio Programs

Washington, D. C.
January 2, 1943 - No. 31

THE RATIONING PROGRAM

RADIO ROUND-UP went to press last week just a day too early to bring you the public announcement of the plan for rationing canned, dried and frozen fruits and vegetables. As a great deal will have been written in the papers and said on the air about this before you will receive the present issue, we won't go into the matter in much detail. We would like to say, however, that we think you broadcasters conducting food and household programs have a definite responsibility to your listeners to keep them posted on all developments of the food rationing program. And you'll be doing the whole country a service if you make it clear that it's the patriotic duty of every citizen to refrain from hoarding canned goods in the interval before rationing actually starts. You might mention occasionally that everyone will be required to declare stocks of canned goods on hand at the time War Ration Book Two is issued. Do make a point of the fact, however, that this does not apply to home-canned and preserved foods. Nothing should be said to discourage this particular activity.

Just so that you'll have it always available in your files, we're giving you a recapitulation of the list of foods covered in the February rationing order: canned and bottled fruits and fruit juices, including spiced fruits, and combinations; canned and bottled vegetables and vegetable juices, and combinations; canned soups, all types and varieties; dried, dehydrated fruits; frozen fruits; frozen vegetables.

SOME POINTS ON POINT RATIONING

Point rationing is almost here...during the latter part of January...it's expected that War Ration Book Two will be distributed. In view of the important announcement regarding the great number of foods to be rationed in the near future, no doubt you'll want to talk about this in your January programs. We hope the supplemental story on Point Rationing we sent with the December 11 issue of ROUND-UP has been helpful...this was based on a complete explanation issued by OPA. Suggestions have come from several readers that a brief resume, covering the most important features of this new rationing system, be given at this time. Therefore, we

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present the following, which might be incorporated in radio script. Incidentally, we suggest thtat an interview is an excellent means of putting across an explanation of such a subject. Questions and answers make an effective presentation, sinc the questions can cover the natural queries of most people in the radio audience, and be designed to bring out the necessary information in the answers.

1. Point rationing differs from the familiar coffee and sugar rationing in this way: Each stamp or coupon in the book is worth a certain number of points. The items rationed under the point system are given different point values, and it takes so many points to buy one thing...so many for another.

2. The color of the stamps identifies the rationed commodities. Blue Stamp are to cover the processed foods program (rationing of canned, dried and frozen foods). The Red Stamps will be used later for meat rationing.

3. The letter of the alphabet which appears on the stamp designates the period of time during which the stamp may be used. These periods will be announced i advance.

4. The number on the stamp is its point value. The numbers used will be 8, 5, 2, and 1. Now that we know that canned goods are to be rationed, you might tak them as an example of how point values may be changed from time to time. If, for instance, a shortage should develop in canned citrus fruit juices, perhaps because of shipments abroad, it might mean that the point value of these juices would be s higher than it had been. If tomato juice remained plentiful, however, this would have a lower point value. Therefore, the shopper could choose between using up mo points in buying canned citrus juices, or making the points go farther by selectin tomato juice. All related commodities will be considered in one group, but the point values can be changed from time to time, according to the supply of each. T purchaser who "spends" her stamps for foods with a low point value is going to get the greater points' worth, of course. It's the old supply and demand situation, which is familiar to all of us from the money angle.

5. The housewife must learn to budget her points the same as she budgets he money. She must remember too that she can't borrow points as she can money. If s uses up all her points for one period, she'll just have to wait until the next period, when her next group of stamps will be good.

6. One great advantage of the point system is that it permits a choice of foods...the shopper can spend her points any way she likes. It's well to remember however, that from the standpoint of good nutrition as well as good sportsmanship, we should make full use of the foods which are in ample supply.

THE FOOD STAMP PLAN...WAR CASUALTY

The Department of Agriculture has just announced the suspension of the Food Stamp Plan, effective March 1, 1943, probably for the duration of the war. USDA's program for providing foods for community school lunches and child day care will not suffer, however, as Secretary Wickard has announced this will be continued.

The Food Stamp Program, inaugurated in May, 1939, to increase the consumptio of surplus foods, and at the same time, improve the diets of families who could no afford enough food, has been very successful, the Secretary said. At its peak in 1941 it gave assistance to 4 million people, and helped to move large quantities

of agricultural commodities." He gave much of the credit for the success of the program to the conscientious cooperation of the retail food industries of the country, and to the excellent work of state and local public welfare officials, and termed it a fine example of what can be done when Government and industry work in partnership.

Since the situation which brought the plan into being, namely, food surpluses, has disappeared, and shortages of some food appear inevitable, it is no longer possible to keep the program in operation even on its recent reduced basis. The 2 million people now receiving help under the Food Stamp Plan are almost entirely the aged, the physically incapacitated, and the under-privileged children, who, Mr. Wickard says, must now be cared for through public welfare grants. The reason for giving two months' notice of suspension of the program is to give the states, counties, towns, and cities an adequate period of time to plan and get into operation programs to take care of these people.

Since there are bound to be instances in which some commodities will still reach peak production in spurts which will react unfavorably on markets, the Secretary states that the Department will continue to meet these local and temporary situations by direct purchase and distribution aimed at stabilization of markets, as directed by Congress. The Department will also continue to provide milk and other commodities for school lunches and child day care centers. Realizing that these programs have been handicapped in many places recently by the withdrawal of WPA labor, he suggests that state and local agencies be prepared to assume the responsibility of furnishing such help whenever possible. In Mr. Wickard's words: "Children are a special group in our population which must receive special attention in the distribution of a limited food supply."

You broadcasters who use the list of Blue Stamp Foods for January, appearing in this issue of ROUND-UP, will probably want to incorporate the foregoing announcement in your program.

A BREAD AND BUTTER NOTE

We hope you noticed that the OPA authorization of a 10% increase in the price of flour a few days ago was balanced by a USDA order that bread production be simplified enough to absorb the extra cost. As a matter of fact, Mrs. Shopper may be getting better value for her bread-money in the future than she has in the past, due to the fact that Food Administration Wickard at the same time ordered all white bread enriched with essential vitamins and minerals, as a national health measure. Certain limits have been set on the varieties of bread and rolls which bakers may turn out, but they're right in line with simplified wartime living. The elimination of "fancy twisting and cross-panning" of bread surely won't work a hardship on any of us. One feature of the USDA simplification order which may make life a bit more difficult for some is the order to discontinue the slicing of bread. Those who were brought up in the old school, however, will probably be glad that they can now slice their bread to the thickness they prefer!

As for butter...we're sorry to say that the order of the Director General for Operations of the WPB, releasing from storage about 2 million pounds of butter which was frozen in the 35 principal markets, won't relieve the butter shortage in the places where there is one. This is only a small portion of the weekly butter consumption of the United States, and the order affected only the following: (1) Stocks less than 5,000 pounds held by any person; (2) unsalted butter, which is not

desired by the armed forces; (3) butter grading 88-score or less, which is used chiefly for cooking. The original temporary freeze order affected one-half of the cold-storage butter in the 35 markets, in order to assure enough butter for the armed forces and Lend-Lease during the present low-production period, which is seasonal.

WASTE FATS GOING TO WAR

Whenever you can, put in a word about the need for continued and increased saving of waste fats by homemakers. The conservation Division of WPB has just reported that while there has been an increase of practically 25% each month over the preceding month, we're still far short of the goal of more than 16-1/2 million pounds per month. Tell homemakers to make all possible use of the meat drippings... for seasoning, shortening in food, and so forth, before sending them off to war, of course. It's been estimated however, that if every housewife saved just one tablespoon of waste fats each day, the armed forces of the United Nations would be well supplied with glycerine for vital war needs. That makes it seem worth the slight bother it is to save waste fats, doesn't it?

BAKING BEANS THE WARTIME WAY

You broadcasters who've ever baked a pot of beans in the old-fashioned style know that it's at least a sixteen-hour job, what with over-night soaking and all-day baking. Therefore, when you're suggesting increased use of dried beans, the thought may enter your mind..."How in the world is the busy working woman ever going to be at home long enough to prepare baked beans?" Time was when the part-time homemaker could get a can of good baked beans at the grocery, but no more! Well, you might suggest to your listeners that they get together with the neighbors, and arrange a sort of cooperative bean-baking. One or two women who don't go to business could undertake to prepare baked beans for several families. Each individual family could furnish its own bean pot, beans and other supplies...or the women who do the cooking could furnish everything. Then, of course, they'd divide the expense, including that of the fuel for cooking, among the families who get the beans.

In the near future, it may be that ready-baked beans will be found in many delicatessen and grocery stores in bulk, just as sauerkraut has been made available in the old-fashioned wooden keg this winter. To many people, however, nothing will take the place of a pot of home-baked beans, whether they come from the family kitchen or the neighbor's kitchen.

PROGRAM NOTES

Blue Stamp Foods For January

Beginning on New Year's Day and continuing through January 31, 1943, the following foods are designated as Blue Stamp Foods:

Fresh apples, grapefruit and pears; fresh vegetables; sweet and Irish potatoes, dry edible beans; corn meal, hominy (corn) grits, and various flours. Grapefruit is one of the trio of citrus fruits bearing the Victory Food Special emblem from January 7 to 16. Dry edible beans become VFS number two in January, from the 18th to the 23rd. Victory Food Specials, as you know, are foods which are in more generous supply at certain times, and their use helps to prevent any possible waste, and saves the food which is needed for shipment to our soldiers and sailors, and to our allies.

Victory Food Special

In connection with that Victory Food Special on dried beans, January 18th through 23rd, you may want to refer to the story "Baked Beans, Traditional Saturday Night Supper" carried in the November 6 ROUND-UP...also to the leaflet sent with that issue, "Dried Beans and Peas in Low Cost Meals."

Meat and Milk for Fighting Men

Did you know that the soldier or sailor mentioned previously, (to say nothing of the marine!) eats about twice as much milk and meat as the civilian? His intake of protein foods as a whole is approximately 1/3 more than that of the civilian. On the basis of the weight of foods eaten daily, the average soldier eats 5 pounds, the average civilian 4 pounds. That's the answer to the question: "Does a man eat more in the Army than he does in civilian life?" Also, it helps to explain shortages of certain foods in our neighborhood markets. These figures are based on research by the staff of the Food Distribution Administration, checked with the Army Quartermaster Corps.

Tanks or Cans

In Secretary Wickard's announcement of the rationing program on December 27, he said that enough steel will go into canning of food-stuffs next year for civilian consumption to make practically 23,000 medium tanks. Quoting Mr. Wickard: "That is something to remember the next time you are inconvenienced by the smaller supply of canned goods."

On the Air

A couple of important radio braodcasts are to take place early in January, which will be of interest to broadcasters and radio audiences alike. On January 6, over the Columbia network, the Director of the new Food Distribution Administration, Roy F. Hendrickson, will open a new weekly consumer program "Food and the War." Program time, 4:30 p.m. EWT, every Wednesday.

On January 12, Farm Mobilization Day will be observed with an all-network broadcast at 4 p.m. EWT, in which leading military and civilian figures of the United Nations will emphasize the importance of food as a weapon and why every farm should make its maximum contribution to the national food production goals for 1943.

No doubt all of you are familiar with the two regular network programs which give up-to-the-minute news from Washington, but here's a reminder anyway. "The Farm and Home Hour," heard every day on the Blue Network at 12:30 p.m. EWT, presents Ruth Van Deman almost daily in a discussion of subjects of interest to homemakers and consumers. "Consumer Time" is a Saturday program of the National Broadcasting Company, presented at 12:15 p.m. EWT, by the Food Distribution Administration, designed to be of special help to the consumer.

Correction--THE MEAT STORY--December 26th ROUND-UP

Please get out last week's ROUND-UP and make a correction in the place where, through a typographical error, a statement we made on meat was made to appear very contradictory. We don't want it to remain in your files that way. On page 3, in the 4th line from the bottom, the word "fatter" was originally written "flatter". It will certainly help more in meat-sharing to make the meat patties a little flatter than to make them fatter! Maybe you suspected anyway that they'd knocked the "l" out of that word.

Supplemental Story for RADIO ROUND-UP
Issued by Agricultural Marketing
Administration, January 2, 1943

SPEAKING OF SPEECHES

The hundreds of thousands of people who listened to Elmer Davis and Secretary Wickard on Sunday evening, December 27th, heard an important announcement on rationing of canned, frozen and dried fruits and vegetables, to be started in February. This will mean a major change in our way of shopping, because it will inaugurate the point system of rationing. It will mean a change in the meal-planning of many of us, who for reasons of convenience depend greatly on canned foods. Because you broadcasters will doubtless be asked many questions about the whys and wherefors of rationing, we are giving you some excerpts from Mr. Wickard's talk, which may be helpful to you.

He opened his remarks by saying "....The way we manage our food supply will have a lot to do with how soon we win this war. Food is a weapon---a most powerful weapon. And the food we consume here at home is just as much a material of war as the food we send abroad to our soldiers and fighting Allies.

"....What are the essentials for the right kind of a food program? Basically they are simple. First, we need to produce as much of the right kinds of food as we can. Second, we must see to it that this food, once produced, is used where it will do the most good. ....There are definite limits to the amounts of food we can produce. We have only so much good farm land, so many milk cows, so many beef cattle, so many fruit trees. Labor, steel, rubber and many other materials are scarce. If we use more of these resources for food production, we will have less for our armed forces and for other war production.

"....We cannot afford to waste food or to give some people more than their fair share. Even though the total supply of food is enough to go round, people in some communities today are unable to get their fair share of certain kinds of food. That is why canned fruit and vegetables will be rationed, and that is why meat is going to be rationed.

"....Now let me tell you some of the reasons for the rationing of canned fruits and vegetables, for they illustrate in a way the reasons for rationing any food. Canned fruits and vegetables, and dried fruit, are among the foods most needed by our fighting men and our Allies. Next year half our production of dried fruit will go abroad to save shipping space. Nearly half our production of canned fruits and vegetables will go to our boys in the service, mainly in this country. Now, our production of processed fruits and vegetables is larger than it ever has been. Even so, after taking out large quantities for our armed forces, we have available for civilians just a little more than half of the amount they have been using in recent years.

"....The method we are going to use, the point system, is the best one I know for getting the job done and still giving greatest range of choice to both consumers and grocers. As it applies to the greatest range of vegetables, housewives can use their coupons for the particular kinds of food they like best. As many of you know, the point system of rationing is now being used very successfully in England.

"....In spite of the tremendous demand for American food, the food available for civilian consumption in 1943 will more than meet the nutritive standards set up by the national research council and other groups composed of nutrition scientists...There may not be as much pleasure in eating, but just the same there will be enough for an adequate and healthy diet.

"....I realize that this entire food program is something comparatively new to all of you. We never have fought a global war before, either. I am depending on you to make the program a success. With your support, I do not see how we can fail. For many of us here at home the battle of food offers our greatest opportunity to contribute most directly to winning the war. I am confident that you will make the most of this opportunity."

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A Service
For Directors of Womens' Radio Programs

Washington, D. C.
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FDA HELPS ON LOCAL FOOD SHORTAGE PROBLEMS

An important announcement of the Secretary of Agriculture on January 7 starts work on the establishment of machinery to deal with temporary local food shortages arising out of maldistribution of supplies.

State and area food industry committees are being organized by the Food Distribution Administration to receive and investigate complaints of shortages, and, where these complaints are verified, to arrange for the movement of supplies to remedy the condition. These committees will also have the task of determining the causes of local shortages and recommending steps to prevent their recurrence. Trade groups are expected to cooperate...in fact, the instructions of Roy F. Hendrickson, Director, FDA, provide that each committee contain a representative of each food retailer group, of each type of general food wholesaler, and of dairy, poultry and meat wholesalers. He suggests also that public officials with marketing functions in a position to assist in dealing with the problems be invited to serve as advisors to the committee, or to subcommittees established to expedite the program.

The committees are to be established, organized and prepared within ten days.. sooner if possible...to receive and act on any complaint originating in their areas. Regional Administrators of the FDA are to serve as chairmen of each committee. For further details regarding activities of your local committees, you may get in touch with any of the following FDA Regional Administrators:

Buell Maben, 150 Broadway, New York, New York
Col. James H. Palmer, Western Union Building, Atlanta, Georgia
Lester J. Cappleman, 425 Wilson Building, Dallas, Texas
E. O. Mather, 1536 Welton Street, Denver, Colorado
Merritt A. Clevenger, 821 Market Street, Room 519 San Francisco, California
Stuart Russell, 700 Old Colony Building, Des Moines, Iowa
E. O. Pollock, 5 South Wabash Avenue, Chicago, Illinois

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MORE BUTTER FOR THE BOYS

Food Distribution Order No. 2, issued on January 6 by Secretary Wickard, directs that manufactures of creamery butter set aside 30% of their monthly production for direct war requirements, beginning February 1. The purpose of this order is to obtain enough butter to meet the needs of the Armed Forces, and for minor export to the Allied Nations. More than two-thirds of the butter set aside under this order will go to our own military forces, and the balance will be almost entirely for Russian military purposes.

Under this regulation, every manufacture producing more than 12,000 pounds of butter in any month since January 1942, is required to set aside at least 30% of his monthly production for sale to designated agencies, beginning on February 1. These Government agencies include the Army, Navy, Marine Corps, Coast Guard, and the Food Distribution Administration, and any other agency which may be designated.

You may have heard people saying that the Government's buying up all the butter to send abroad...some disgrunted people who have run into temporary shortages of butter have made remarks to that effect. Well, here are some figures to refute that statement. During 1942 the Food Distribution Administration bought less than 2% of the total butter production in this country. Less than half the quantity purchased, which means less than 1% of the total production, was delivered for shipment to the Allied Nations.

This new order will reduce the estimated consumption of butter in 1943 to 13 pounds per person...it was 16 pounds during both 1941 and 1942. Now this means spreading the butter thinner, of course. The same factor we mention in the meat story in this issue applies to butter...that is, increased civilian income brings increased demand for foods of all kinds. Broadcasters will help women in their wartime meal preparation by suggesting the substitution of other fats for butter in cooking wherever possible, both as shortening and as seasoning for vegetables and other foods.

All butter manufacturers will participate in this order of Secretary Wickard's on an equal basis, and in that way, a more fair and orderly distribution of the butter available to consumers will be possible. Broadcasters will be doing consumers a real service by making helpful suggestions about stretching the butter, so to speak.

THE CANNED FOOD RATION...REVISED

You're probable seen the announcement that the figures first given on the amount of processed foods available to civilians during the next year have been revised. The picture is rosier than it appeared at first...instead of 33 pounds of canned, dried and frozen foods for each man, woman and child, under point rationing, it is reported that the per capita ration of canned fruits, vegetables and soups will be from two to seven pounds more. Then, on top of this, it is expected there will be an additional 6 pounds of dried and frozen foods, though these figures are not yet official. This, of course, does not take into consideration the home-canning of fruits and vegetables, or the differences in consumption by age, occupational and regional groups. In some parts of the country, compartively few canned foods are used...the home garden and the orchard provide plenty of vegetables and fruits for home-preserving...mother provides the necessary labor. Surveys also indicate that low-income families use fewer canned foods than do moderate and high-income families. Of course, Uncle Sam is asking everybody to use more fresh fruits and vegetables, regardless of income...it's a question of patriotism these days. The more

we people at home patronize the fresh fruit and vegetable counters, the more processed foods are left for shipment to our soldiers and sailors, and to our friends all over the world.

Speaking of home-canning...you broadcasters might remind your listeners that the tin shortage is going to benefit them indirectly in one way. More and more foods are being packed in glass, and these containers will serve beautifully during the preserving season. The WPB has just announced that the following important food items may now be packed in glass: beets, carrots, tomato catsup, vegetable juices, apple sauce, apricots, figs, fruit juices, malted milk, dried beef, baking powder, pickles, dressings, and spices.

Here's a program suggestion, broadcasters...get acquainted with some of the members of your local rationing boards, and invite one of them to be a guest on your program for an interview about rationing. Information from such an authoritative source would be of great value to your listeners.

MEAT PROSPECTS

Here's background information on the meat situation for broadcasters of food and household programs, designed to help you understand the problems we have to meet in the task of dividing a limited supply of meat fairly among civilian and military consumers, here and abroad.

With the beginning of Lend-Lease operations in March 1941, demands for meat began to increase, and have been gaining steadily since that time. There's an interesting contrast between the food demands of the Allies during the last war and the present one. In World War I they wanted largely grain and cereal products... in World War II, the United Nations' need is for the more concentrated foods, meat, milk and eggs. Then too, the men of our own armed forces eat on an average of a pound of meat a day, which is nearly twice the average civilian consumption. As the armed forces expand, the demand for meat expands correspondingly. However, the largest portion of the meat supply goes and will continue to go to civilians in this country. Their per capita use of meats has increased steadily for several years, and the present expanded purchasing power has made that demand probably twice as great as in the 1935-39 period.

The production goal for 1943 is 25.7 billion pounds of meat...nearly 4 billion pounds higher than the estimated 1942 production of about 22 billion pounds... which was the highest on record. The largest increase is called for hogs, and the pork situation is encouraging. As for beef, several things will affect the production of cattle and calves, but the present assumption is that cattle numbers will be slightly larger during 1943 than in 1942. The lamb and mutton slaughter will undoubtedly be smaller in 1943, but the goals for these meats are smaller.

There's no question that the demand for meat still far outstrips the supply. While meat production has increased tremendously, the demands of both civilian and the military forces have increased still more, as we stated before. Much of this is due to the general increase of civilian incomes in the United States. Remember that as the incomes of formerly low-paid workers increase, the amount they can afford to spend for food goes up too. Ceilings have held meat prices relatively stable, but on the basis of present ceilings and civilian purchasing power, the estimated amount U. S. consumers will wish to buy is over 20 billion pounds of meat. Only about 17 billion pounds will be available, after war needs are met, however...therefore, rationing is the only alternative if each citizen is to receive a fair share. On the basis of present estimates, the per capita supply for

civilians in this country in 1943 will be about equal to the actual average consumption from 1931-40, but well below the record large consumption of 1941.

One of the specific problems which must have earnest attention is that of transportation of livestock to market. Another is the matter of skilled manpower for livestock farms. The supply of hog fencing is inadequate, a factor which will have a definite effect on hog production during 1943. Also, the shortage of lumber for new hog houses is likely to mean curtailment of the operations of hog producers in some parts of the country. Programs are now under way to help relieve these bottlenecks, and every possible step will be taken to improve the meat supply situation.

EGGS AND MORE EGGS

Here's a follow-up on the story "Chickens for Victory" in the December 11 issue of RADIO ROUND-UP, in which we pointed out that broadcasters in rural areas might suggest that farm boys and girls plan their 1943 egg and poultry projects during the Christmas holidays. We quoted figures to show what the 4-H Clubs had done since April in this regard...and indication of what young folks can accomplish when they work hard toward a specific goal.

A late December report from the Bureau of Agricultural Economics, USDA, indicates that there's a very strong demand for eggs for egg-drying operations. The commerical egg-breaking and egg-drying plants produced almost 19 million pounds of dried eggs last November, in comparison with about 7 1/2 million in November 1941. This figure (19 million pounds) is over 3 1/2 million pounds less than October, however, mainly because of the problem of getting adequate supplies of eggs for drying. The Bureau reports that the supply of storage shell eggs and frozen eggs available for drying is being used up rapidly, and it will take several months before the current production of eggs is large enough to take care of all drying needs. Remember...a tremendous quantity of dried eggs is needed for the Armed Forces, and for our allies. Therefore, anything you can say to stimulate interest in poultry and egg projects among the young people will be a help to the Food for Freedom Program.

SQUEEZE 'EM AT HOME!

That's what everybody will have to do with their oranges and grapefruit, according to the order issued on January 6 by Food Administrator Wickard. He has ordered the production of all citrus juices, except unconcentrated grapefruit juice, reserved for war requirements. Under this order, canners are prohibited from selling unconcentrated grapefruit juice for the rest of this month, February and March, but civilian supplies will be available after that time, during the period when fresh fruit is not so abundant. Only the supplies of canned grapefruit juice now in the hands of wholesalers and retailers will be available for civilian use up to April 1.

Not only will this regulation insure adequate supplies of canned citrus products for Government requirments, but it will conserve tin, by requiring us here at home to use the fresh rather than the canned juices. There are plenty of citrus fruits in the market, so this order won't work a real hardship on anybody. It will just mean a bit of unaccustomed morning exercise in the kitchen squeezing the fruit, for those who've acquired the habit of opening up a can of juice for breakfast. Broadcasters can help by encouraging the use of fresh citrus fruit, and by stressing its nutritive value and high Vitamin C content. The grapefruit and tangerine crops are expected to be of record proportions, and the orange and lemon

crops are large...but let's not waste a single one!

MORE QUESTIONS AND ANSWERS ON POINT RATIONING

From time to time, new questions about point rationing come up, and we'll pass them on to you, with the answers. You broadcasters are likely to become "Information Please" bureaus on this important subject, and we hope this feature of RADIO ROUND-UP will be helpful to you.

Some people have asked: Why does the Government ration all the canned foods on that long list together...why not ration just the ones that are scarce? The answer to that is that there would then be a rush to buy the unrationed foods which could be used in place of the rationed products. Shortages would be created in these foods then, and rationing would be necessary eventually. In the meantime, however, stocks would be seriously depleted, meaning short rations for many people.

We've also heard the question: Just what is processed food? That's something most of you know, doubtless, but just for the record, here's the definition. A processed food is one that has been preserved so that it will keep as long as it stays in its processed condition. For example, canned foods keep as long as they remain sealed; frozen foods as long as they remain frozen.

It may be that some people are wondering why jams, jellies and marmalades are not included in the rationing program. The answer is that they're not generally used interchangeably with canned fruits.

Any questions which arise during the coming week, together with their answers, will be included in next week's ROUND-UP.

PROGRAM NOTES

Bean Soup a la U. S. Senate

We're talking about beans a good deal these days...they're on the list of important meat alternates, of course...so it seems appropriate to mention that bean soup is a traditional delicacy on the menu of the Senate Restaurant in the Capitol building at Washington. It's daily feature...some of the waiters think it's compulsory, in fact! We quote the recipe given by the head of service in the Senate dining rooms. You may like to use it on some program.

"Take 3 pounds of small navy pea beans; wash and run through hot water until beans are white again; put on the fire with 4 quarts of hot water. Then take 1-1/2 pounds of smoked ham hocks, boil for 2 1/2 hours. Braise one onion chopped in a little butter, and when light brown, put in bean soup; season with salt and pepper, then serve. Do not add salt until ready to serve."

That's the plain bean soup...for a super-delicacy, however, he suggests the following: "Take a nice slice of Smithfield ham, saute it, dice it up in the bottom of the soup dish and pour the bean soup over it. M..m..m..m! Mighty fine! The essence of the Smithfield ham permeates up through the rich hot soup, and it opens up your vocal chords, stimulates your appetite and clears out your head." Perhaps you will want to put this extra-special bean soup on your every day's personal menu....if you live in an area where you can buy Smithfield ham.

Program Notes (Cont'd)

Dates to Remember

As a service feature on some of your January programs, perhaps you'd like to remind your listeners that January 15 has been set as the positive deadline for getting War Ration Book One. Anyone not having this book should apply to his local rationing board, as it will be required before Book Two, for point rationing, is issued.

And while we're speaking of dates...January 31 is the last day for using Coupon No. 10, good for three pounds of sugar.

Compressed Vanilla

The familiar phrase "one teaspoon vanilla" may eventually be changed to "one vanilla tablet", according to a recent release from the Quartermaster Corps. They report that vanilla flavoring tablets have been developed by the Subsistence Research Laboratory of the Chicago Quartermaster Depot, in order to save both shipping space and alcohol. A 2-1/2 ounce package, containing 192 tablets, equals a quart bottle weighing 2-1/2 pounds. Each tablet, equivalent to 1 teaspoon of extract, may be dissolved in water, or in the liquid part of any recipe, which makes things simpler for Army cooks, and may in time do the same for the housewife.

1943 FARM MOBILIZATION

During the next few weeks, America's six million farm families will be mobilizing for the most critical farm production year in history. Last year climaxed three successive record breaking production years with total farm output exceeding that of the previous year by 12 percent. To date farmers have supplied enough of practically everything for the U. S. Armed Services, the Allied Nations and the civilian population.

The job in 1943 will be much more difficult. There are growing shortages of farm labor in many places and of farm supplies such as machinery, equipment, fertilizer and insecticides. The weather may not be so favorable in 1943. To reach the farm production goals set again in 1943 as in 1942 every farm commodity will require the full use of our combined resources of manpower, land, equipment and national farm programs.

January and February are the farm planning and organizing months which will determine to a large extent 1943 production. America's greatest farm drive will be started on Farm Mobilization Day, January 12. On that day farmers will meet in groups all over the Nation to discuss the national and local production situation and to study the production goals set for their localities. Immediately thereafter farmer committeemen, elected by farmers themselves, will visit every farm family to help them work out their individual farm plans and to survey the labor, machinery and other needs of each farm. Each farm plan will represent that farm's share in the national production goals.

During the next few weeks these elected committeeman will contact all of America's six million farm families in a farm to farm canvass. The committeemen will know what products are needed from their locality, and the farmers will know what products they can raise on their farms. The farmer and committeeman together

will consider the war demands for food and fiber, and the production possibilities of the farm. They'll consider such things as the land resources, the available labor, equipment and machinery. From the facts found on each farm, they'll decide the production goals for each individual farm. The farmer will be asked to fulfill these goals if humanly possible. The County USDA War Boards will do everything possible to help farmers meet their individual production problems.

To do this they'll need certain basic information. Therefore, each farmer will be asked to fill out a "farm plan work sheet," on which he will list his crop and livestock intentions, his livestock producing facilities, his fencing and credit needs, his present machinery supply and additional needs, and a manpower inventory. With the information on this work sheet the County USDA War Board will be able to tackle the individual production problems.

Of course, the actual production job will be up to each individual farm family. But the total production on each farm this year will depend considerably upon how well the production is planned during the next six weeks.....during the nation wide farm to farm canvass.

Homemaker will be interested in these facts because the production planning of the next six weeks will have a direct bearing on the food on their tables this year and next.

Radio Round-up on food...

A Service --
For Directors of Womens' Radio Programs

Washington, D. C.
Jan. 16, 1943 - No.33

NEW EGG GRADES

Speaking of grades...new consumer grades, technically known as "tentative U.S. Standards and weight classes for consumer grades for shell eggs", have replaced all the previously-used U.S. Standards for retail or consumer grades. In both cases, grade designations are to be made by the letter symbols, AA, A, B and C, replacing the word terms which have been in use.

When grading is done by producers or dealers, the term "U.S." must be omitted, though the grade of the eggs must conform to the U.S. Standards, and must be as represented on the packages by the symbols AA, A, B and C.

Weight classes for the consumer grades are as follows: Jumbo, averaging 28 ounces to the dozen; Extra large, 26 ounces, Large, 24 ounces; Medium, 22 ounces; Small, 20 ounces. The previously used retail grades carried only the latter three weight classes. It should be noted also that the two larger sizes, Jumbo and Extra Large, are to be found only at certain times of the year, and in a few markets. Statistics show that approximately 50% of the eggs on the market are of the 24 ounce weight, classified as Large. This is what the housewife expects, and what she usually gets, when she asks for a dozen eggs.

It's well for the food-shopper to remember, however, that for cooking, the small and medium sized eggs, in grade B or C, are perfectly satisfactory...and the difference in price between those and grades A or AA might well go into war stamps. Several things may influence her dicision as to whether she'll buy large or small eggs in the higher grades for the breakfast boiled or poached egg. Her pocketbook must be considered, of course, and her family's preferences. We've heard mothers say they always try to get small eggs to cook for the children, so that every bite of egg will be eaten. Almost any man, however, would prefer to see one or two big, hearty-looking poached eggs looking up at him from his breakfast plate than the small, dainty variety. The important thing, however, is to know your grades, and be sure what you're getting when you go egg-shopping.

U.S. Department of Agriculture
Agricultural Marketing Administration

THE WORK OF THE AMA IS NOW BEING CARRIED ON BY THE FOOD DISTRIBUTION ADMINISTRATION.

WHAT'S IN A LABEL

As we told you in the December 18 issue of RADIO ROUND-UP, standardized grade-labeling to enforce price regulations has been announced by the OPA for the bulk of the 1943 pack of canned fruits and vegetables. Since these commodities are the first to be rationed under the new point-rationing system, it behooves all of us to know our labels, so that we can be sure we're getting the best value, both for our money and our ration points. We explained the reasons why this is being done, so now we're giving you some information about the grades and the standards they must meet. As you know, there are Government standards for nearly all the canned fruits and vegetables now packed and these standards are to be incorporated in the new regulations, together with the requirement that grade identify be printed on the label of the container.

Here are the general descriptions of the United States Standards for grades of processed foods:

GRADE A or FANCY processed foods are the best quality packed. The vegetables and fruits are very carefully selected as to size, color, and maturity. Incidentally, not a large proportion of any products will be found in this grade.

GRADE B or EXTRA STANDARD vegetables are usually more mature than those in GRADE A. Fruits in this grade, GRADE B or CHOICE, are not so uniform in color, size, or maturity as those in GRADE A. This grade is very satisfactory for general household purposes.

GRADE C or STANDARD fruits and vegetables are good wholesome products. A large percentage of all processed foods is found in this grade. The raw products used in this grade may not be so carefully selected as to size, color, and maturity as in the higher grades. Products of this grade should sell at lower prices than products of the higher grades, but for may commodities the food is just as nutritious.

In case you're wondering whether any canned foods below GRADE C in quality are found in the stores, the answer is yes. These foods, known as off-grade, or sometimes classed as "Below Standard in Quality", may, however, be wholesome, nutritious, and acceptable in flavor. The grades below C, or off-grade foods, can fill a perfectly satisfactory place in the food plans of almost any family. If fruits or vegetables are to be cut up for a dessert or stew, strained to make a puree, or used in any way where an almost perfect whole or half is not necessary, it's hardly worth while to pay a higher price for a can marked GRADE A or FANCY.

To help her still more in choosing just the right canned food for her particular needs, any shopper will do well to note the other descriptive terms which may appear on the label. These are as follows:

Style: Sometimes more than one style of a product is available..."cream-style" and whole-grain style" in canned corn, for instance.

Type: This term is used to differentiate between varieties of any commodity ...Red Sour cherries and Sweet cherries are words which describe distinct types of cherries.

Count or Size: This designates the number of pieces in the can...for instance 7 to 9 peach halves...or the size of the commodity. Such vegetables as peas, lima beans, and mushrooms are likely to be sold by size.

Packing Medium: Fruit packed in sirup will be marked according to the density of the sirup..."extra heavy sirup" or "heavy sirup", for instance, if packed in water, it will be marked "water pack."

Homemakers can do a more efficient job of wartime housekeeping if they read the labels, and also if they learn the A B C's of grade labels on canned goods. You can help them by passing on some of the foregoing information.

FRESH FROM THE GARDEN

These days we're all specially interested in the fresh foods to be found in the markets...the more of them we use, the more canned foods we save for shipment to the men who are fighting for us all over the world. Here's an early report from the Bureau of Agricultural Economics on the commerical truck crops for winter and early spring harvest. The acreage of crops reported to date for the 1943 season totals considerably more than 416 thousand acres, but almost 466 thousand acres were harvested last season. Snap beans, beets, carrots and escarole are the four crops in which production increases are shown. Decreases are expected in the following: cabbage, celery, lettuce, onions, commerical early Irish potatoes, shallots, spinach, strawberries and tomatoes. The BAE states that harvesting of fall crops for this season is practically over, but increasing supplies are expected from the winter and early spring producing areas.

MORE FROZEN FRUITS AND VEGETABLES

That's what we'll have if the experiments now being carried on in New York City, Philadelphia, and Washington are successful. Another report from the BAE tells about a research project which has been under way since last summer, to determine the practicability of using ice cream freezing equipment for the freezing of fruits and vegetables. It appears that this can be done very satisfactory without much change in the equipment. Such use of ice cream making equipment would serve two purposes...it would increase the amount of processed foods available for distribution all over the country, and it would help maintain the ice cream makers' volume of business, in spite of the necessity for wartime conservation of the materials necessary for ice cream. Furthermore such activity will mean in many cases the continuance of a market for farmers who might otherwise face restricted markets for their produce. The research is not yet complete, but prospects are good that many ice cream makers and dealers may be able to make an inexpensive shift to the freezing of fruits and vegetables.

ROASTED CHICORY UNDER NEW FOOD ORDER

Food Distribution Order No. 5 issued on January 12 by Secretary of Agriculture Wickard, is designed to assure an adequate supply and efficient distribution of roasted chicory. Ordinarily, less than 10% of the roasted chicory manufactured is sold in packaged form to consumers, and more than 90% in bulk form to coffee roasters for blending purposes. Under this order, the greater part of it will continue to be sold in bulk form for this purpose. Any diversion of labor and mate-

rials from the war effort to the large-scale packaging of roasted chicory for sale to consumers will be prevented. As you doubtless know, chicory is used in varying quantities by coffee blenders, who are, by reason of equipment and experience, much better able to achieve satisfactory results.

Incidentally, we're wondering whether you food broadcasters know that roasted chicory is made from the roots of that attractive, curly salad plant which gives such a fresh, delicious flavor to green salads. Chicory for roasting is produced primarily in Michigan.

PLENTY OF CITRUS FRUIT FOR PROCESSORS

Food Distribution Order No. 6 provides that sufficient quantities of fresh citrus fruit be reserved to enable processing plants to operate at capacity. Secretary Wickard issued an order on January 6 directing that all canned citrus juices, except unconcentrated grapefruit juice, be reserved for direct war requirements, as reported in last week's RADIO ROUND-UP. This new order provides that citrus fruit handlers in California, Florida, Texas and Arizona may be required to set aside specified quantities of fruit for processing. The fruits covered are lemons, grapefruit, limes, and all varieties of oranges except tangerines. The quantities of fruit to be set aside will be determined by the Director of Food Distribution on the basis of a percentage of fruit shipped by the handlers during specific periods. The purpose of the order is to make certain of a large enough of citrus juices for expanding war requirements, particularly of concentrated juices. It does not necessarily mean, however, that there will be a cut of any appreciable amount in the quantity of fresh citrus fruit available for civilians.

RADIO TALK ON THE BREAD ORDER

C. W. Kitchen, Assistant Director of the Food Distribution Administration, was heard at 4:30 p.m. EWT, Wednesday, January 13, on the regular weekly CBS series "Food and the War" giving more detailed information about Food Distribution Order No. 1. This is the so-called "bread order", effective January 18, which we mentioned in RADIO ROUND-UP on January 2. Here are some of the high lights of the discussion between Mr. Kitchen and the interviewer, which will give you more detailed background information.

The first question asked Mr. Kitchen concerned the provision of the order which does away with the slicing of bread commercially. In reply to an inquiry as to whether he did not regard this as something which might inconvenience young housewives who don't even possess a bread knife, Mr. Kitchen replied that there are still bread knives on sale, and that as a last resort, the good old butcher knife can always be used. He said he felt sure they'll be glad to help the war effort in this small way. He pointed out too, that many people will really prefer slicing bread to the thickness which suits each particular need. Another question many people have asked is whether the lighter weight waxed paper wrapper we're going to have won't let the bread dry out faster. The fact is that sliced bread dries out much more quickly than unsliced, and therefore, the unsliced loaf won't need as heavy a wrapper.

The limitation in varieties of bread may be worrying some people, but Mr. Kitchen pointed out that there are no specific limitation; each baker is limited only to the total number of varieties he can sell. Therefore, the people of each locality will be able to get the varieties popular in that particular place. After

all, the retail baker is permitted to make 15 varieties of bread and 9 varieties of rolls in any one week, which, it seems likely, will be enough. It does not apply to cinnamon rolls, buns, doughnuts, butterfly rolls, cakes, pies and cookies... great favorites with many people.

One of the most important features of Food Distribution Order No. 1 is the requirement that all white bread must be enriched. One of the questions asked Mr. Kitchen during this radio interview was: "Will the quality of the bread be as good as ever?" His reply was: "That's pretty hard to say...different bakers have had different formulas since time began. Some use more milk, shortening and sugar than others. About the best answer to your question is that the quality of all white bread from now on will be good. While we are talking about quality, don't overlook the important fact that the order also requires all white bread to be enriched. It's estimated that about 75% of the bread now made by bakers is enriched. The order requires that 100% be enriched."

The next question asked Mr. Kitchen was, briefly, "What's back of it all?" His reply was: "Food Distribution Order No. 1 was issued to help prevent an increase in the price of bread...an increase which would, of course, be passed on to the consumer. Ceiling prices on bread to consumers, as everyone knows, have been in effect as of March 1942...nearly a year ago. Flour ceiling prices had to be raised on January 4 of this year, because of higher wheat prices. The aim is to take up this increase in the flour ceiling in other ways than passing it on to the consumer. A one-pound loaf of bread contains about 10 1/2 ounces of flour; the balance is made up of other ingredients, such as milk, shortening, salt and sugar. But the largest single cost item in making a loaf of bread is labor...and we all know that labor costs have gone up. Eliminating the slicing of bread saves some of these labor costs. The cost of wrapping paper is rising also...Those thinner wrappers...will save paper and wax, two critical materials. We mentioned the labor of operating the slicing machines..it also takes power to operate them. Moreover, as slicing machines wear out, they won't need to be replaced, and the steel and labor needed to make new ones and new parts can be used for more essential things. Besides the saving in labor and equipment, much material which goes into the making of bread will be saved for human consumption. Not all so-called stale bread is used for human consumption. Some of it goes into animal and poultry feed. On returns alone, it's estimated that in the past year approximately 4 1/2 million pounds of shortening, 5 1/2 million pounds of dried milk, and 6 million pounds of sugar were diverted from human food to other uses. This takes into account returns which were sold for human consumption."

The matter of returns came up next in the discussion, and Mr. Kitchen was asked: "What about the fact that grocers can't return old bread? Will the grocer be sure he doesn't have any left over, and perhaps be out of bread in the middle of the afternoon...or will the housewife have to take day-old bread?" Mr. Kitchen's reply was that the elimination of "stale returns" is a controversial point among bakers. Generally speaking, it can be regarded as a costly and wasteful practice that can well be discontinued in wartime. He stated that some of us doubtless get day-old bread now and don't know the difference.

We might observe, in connection with this last question, that any experienced homemaker knows day-old bread is preferable for many uses...for sandwiches, or toast, for instance, it is much more satisfactory than fresh, new bread. All the objections to the bread order that anybody has raised thus far seem like minor

considerations when the purpose of making economics and saving critical materials is considered.

POSTSCRIPT TO THE FOREGOING STORY

On January 14, Secretary Wickard announced minor amendments to Food Distribution Order No. 1, effective January 18, as follows:

Bakers may continue to use the dough-brake process in making bread. (This means rolling of dough for bread through the power-driven rollers of the bakery machine, commonly known as a dough-brake or brake.)

The regulation restricting slicing of bread extends to rolls.

The provision limiting the slicing of bread specifies that the sale of sliced bread be limited to restaurants, institutions and commissaries only for service with meals. Resale of sliced bread in loaves by these institutions is not permitted:

The requirement that all white bread contain no less than 3, nor more than 4 parts of milk, was modified to permit manufacturers of French, Italian, Vienna, and similiar white bread (other than pan bread) to continue to produce these types without solids or skim milk for a period of 90 days.

PROGRAM NOTES

November Food Purchased by FDA

Fewer purchases of food for wartime purposes were made by the Food Distribution Administration in November than in October, USDA reports. November purchases amounted to 104 million dollars, compared with 114 million in October. Most of the decline was in purchases of dairy products and eggs, although this is one of the most important groups of agricultural commodities being bought for the allied nations, U.S. territories and other purposes. Even at that, the purchase of dairy products for such purposes in 1942 accounted for only about 7% of the total 1942 milk production, and approximately 13% of the total eggs produced. The dairy product which went into the war effort in largest proportion was dried skim milk. Approximately 43% of the total production was bought by FDA. The smallest was butter, less than 2%.

The following food products were among the larger FDA purchases during November: canned pork, shortening, oat cereal, semolina, seeds, raw sugar, soap, onions, green coffee beans, and dry salt fish.

United Nations Custard

A new concentrated food for shipment abroad has just been developed, and the FDA has arranged for the purchase of 356,000 pounds. It's a custard powder which is said to have a delicious flavor, and it possesses the further advantage of keeping well in all climates...no danger of spoiling or turning sour. This product is a mixture of dried egg yolks, corn starch, dried skim milk, vegetable shortening, artificial vanilla and salt. The addition of water, plus two minutes' boiling, turns out a delicious pudding with unusual food value. It runs high in mineral salts and sugars, and contains Vitamins A, B_1, B_2 and C. Each pound contains about 1948 calories and has a protein content of more than 11%. Sounds like something

we'd be glad to have here at home, if and when there's more than enough to supply the wartime needs.

First Step in Standardized Food Pricing

Do you remember the story in RADIO ROUND-UP of December 29, in which we told of OPA's intention to start a new program in January, setting specific dollars and cents ceiling prices for the most important foods? Well, the first foods on which new and uniform margins for retailers and wholesalers have been established are: coffee, all canned fish, cooking and salad oils, hydrogenated and other shortenings, corn meal, canned citrus fruits and juices, evaporated and condensed milk, pure maple syrup, and flour and flour mixes. Each storekeeper will apply the uniform mark-ups to his net cost to get his dollars-and-cents maximums. Ultimately, every food shopper in the principal cities all over the country will be able to tell exactly, in cents per pound or per package, the ceiling prices on key items in her food budget.

Supplement for RADIO ROUND-UP ON FOOD
issued by the Food Distribution Admin.
"Brains and Food" editorial in the
Washington Post, January 12, 1943

BRAINS AND FOOD

Almost as unpatriotic as the food hoarder is the citizen who at this time of a world food shortage remains in willful ignorance of the principles of nutrition. With rationing of coffee and sugar in effect, and rationing of meat, butter and canned goods...even possibly eggs and milk...on the way, the American diet will be short of many of the staples that have long been considered the basis of a meal.

We have repeatedly been assured there will be enough food, but that its variety will be curtailed. That means that we shall have to use our ingenuity to get the proper elements in our diet. The responsibility for this lies particularly with the housewives who do the cooking. Eating intelligently for the rest of the duration, and probably for a good while thereafter, is going to require a definite knowledge of calories, vitamins, mineral nutrients, proteins, carbohydrates, fats, and other such seemingly dull and complicated subjects. It is also going to require some knowledge of arithmetic, not to mention a great deal of backbone. Certainly the war has put new tasks on the shoulders of housewives.

Yet the job is overdue, really. Our past nutritional record as a Nation is not encouraging. Surrounded by plenty, we have not only stupidly wasted food, but failed to take advantage of our supplies. The Department of Agriculture has shown that in 1936 more than one-half the families of the United States existed on diets seriously deficient in one or more important elements, though their food purchases appeared to provide adequate diets. And a surprising number of men examined by draft boards have been found to be nutritionally under par.

Because of our mental laziness, we have gorged ourselves on fried foods and rich desserts, have ordered at lunch counters chili, cokes and cream puffs, passing by the essential foods now beginning to be so dearly prized. Men have thought it

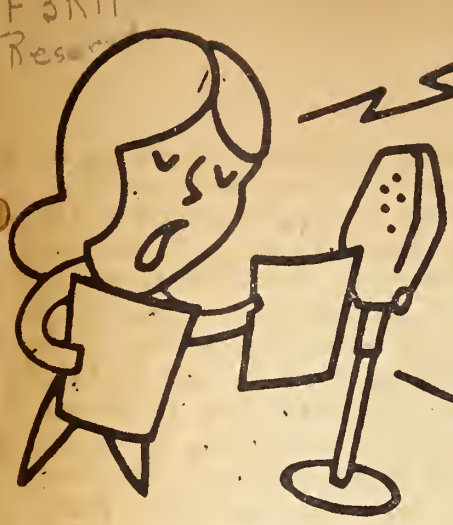
sissy to care anything about vitamins or proteins. Women have been chiefly interested in calories in their relation to an added pound of flesh. Now that we need to be strong to save ourselves and our Nation, we find ourselves lacking our former riches. Our only hope, if we are not to degenerate into a puny people, is to employ our brains in using what we have. Through this experience, we shall perhaps learn for the future the relation of the head to the stomach.

-oOo-

Apropos of the foregoing, President Roosevelt made two interesting references to food in his address to Congress on the state of the nation, on Thursday, January 7th, which we quote :

"But we are determined to see to it that our supplies of food and other essential civilian goods are distributed on a fair and just basis--to rich and poor, management and labor, farmer and city dweller alike. And we are determined to keep the cost of living at a stable level...."

"Fortunately, there are only a few Americans who place appetite above patriotism. The overwhelming majority realize that the food we send abroad is for essential purposes, for our own and allied fighting forces, and for necessary help in areas that we occupy."



Radio Round-up on food...

A Service --
For Directors of Womens' Radio Pro

Washington, D. C.
Jan. 23, 1943-No.34

POINT RATIONING LEAFLET

We've seen a copy of the consumer instruction leaflet on point rationing which is to be given to each person registering for War Ration Book Two. Sixty million copies of this leaflet, entitled "Why Canned Fruits, Vegetables and Soups are Rationed" are being printed by the OPA. It will explain how to use the new ration stamps in shopping for the processed foods to be rationed.

Explained very clearly, and illustrated with small drawings, are the following features of point rationing.

The difference in point values between scarce and plentiful foods.
The fact that prices do not set the points.
The warning that stamps must be torn from the book in the presence of the grocer or delivery man.

Advises using larger stamps first to make up a number of points, saving the smaller stamps for low-point foods.

States that every person in a family, including children, has a total of 48 points for each ration period.

Advises using points carefully, so that they will come out even, as grocers cannot give change in stamps.

Informs householders that any one person may use all the books in the household in buying processed foods for the family...a member of the family, or any person directed to take the books to the store and buy for the entire family.

US Department of Agriculture
Agricultural Marketing Administration

THE WORK OF THE AMA IS NOW BEING CARRIED ON BY THE FOOD DISTRIBUTION ADMINISTRATION.

IMPORTANT NEWS ABOUT RATIONING

To correct any possible misunderstanding of the point rationing program, soon scheduled to start, here is the definite information about the products to be rationed, according to a news release from USDA dated January 21. Consumer rationing of the following items has been authorized: fruits, fruit juices, vegetables, vegetable juices, soups, and baby foods of all kinds packed in hermetically-sealed containers and sterilized by heat; and frozen, dried and dehydrated fruits and vegetables. Consumer rationing of the following items has NOT been requested: fish, shell fish, all jams, jellies and preserves, fruit butters, pickles, and relishes, and canned milk. The latter items were included in Food Directive No. 1, issued January 19, to facilitate the preparation for rationing of these foods, if necessary at a future date. OPA has NOT been authorized to ration these latter items until specifically directed by the Secretary of Agriculture. Condensed and evaporated milk will NOT be included in the initial rationing of canned foods.

FOOD DISTRIBUTION ORDER NO. 7 - SUGAR

Secretary of Agriculture Wickard issued the Sugar Order on January 17, under which the administration of raw sugar conservation and distribution was transferred from the War Production Board to the Food Distribution Administration of the Department of Agriculture. This order supersedes the sugar General Preference Order M-98, issued by WPB on October 30,1942 and will be enforced by the Food Distribution Administration. The sugar section of WPB has now been transferred to FDA, but in the main the only changes made in WPB order M-98 are those necessary for the transfer.

FOOD DISTRIBUTION ORDER NO. 8 - ICE CREAM

The ice cream industry of this country has received orders from Secretary Wickard to cut the use of milk and milk products for civilian consumption. This is Food Distribution Order No. 8, and becomes effective February 1. 65% of the quantity consumed from December 1, 1941, to November 30, 1942, can be made, and the products affected are: ice cream, French ice cream, ice milks, milk ices, frozen custards, sherberts, ice cream mix, ice cream powders, milk ice mix, ice milk mix, milk shake mix, and similar preparations.

This order is necessary to meet war and essential civilian requirements for dairy products. The milk saved from ice cream will be available for consumption as fluid milk, or for processing into milk powder, cheese, butter, or other dairy products which are now in great demand by the armed forces and our allies, as well as by civilians. It's estimated that enough milk will be saved to make 97½ million pounds of butter and 68 million pounds of dry skim milk a year.

Here are some figures on the amount of ice cream we Americans have been consuming. We reached an all-time high in 1942, when approximately 435 million gallons were produced...that's more than 3 gallons for each of us, which is a lot of ice cream. In 1941 the consumption was 380 million gallons, while back in '38, we used just 282 million gallons.

Now, as a result of the increased consumer demand for milk products, the needs of our fighting men, and the barest necessities of the allies for cheese, butter, and dry skim milk, it is expected that the total requirements for milk this year may be more than 140 billion pounds. Production, however, probably will not exceed 122 billion pounds, and that's why it is necessary to divert the flow of some of the milk used in ice cream into foods considered more essential for the war.

Our men in the service will not be deprived of the ice cream they like so well, however, because all the ice cream and similar products mentioned are exempted when it comes to deliveries to the Army and Navy. The folks at home will be glad to know this, doubtless, and will probably find it easier to accept the ice cream shortages they'll run into occasionally. Even now many retail dealers are limiting the amount of ice cream they'll sell to customers who want to take it out. You might suggest that the people who have an old-fashioned ice cream freezer stored away in the cellar or the attic get it out and use it. With that, of course, water ices, milk sherberts and several varieties of ice cream which do not require heavy cream can be made. While civilians definitely will not have unlimited supplies of milk for home ice cream making, families where there are children will not want to lose out entirely on this popular dessert. It's not only pleasant to eat, but helps to get milk into the diet of children who sometimes are reluctant to drink it plain.

HAVE YOU HEARD....?

So many rumors get their start with those words...rumors about food and other vital necessities...that it's the duty of every good American to refrain from spreading rumors, and to spike them whenever possible. Broadcasters have an unusually good opportunity to do this, so we're presenting the facts with which you can refute some rumors making the rounds at the present time. We won't dignify the rumors by repeating them, as such.

In regard to the shortages of butter, shortening, bacon and other meats... official figures clearly show that the supplies of these foods are much lower than last year. The cold storage report of the Food Distribution Administration discloses that commercial stocks of butter amounted to 46 million pounds on December 1,1942, in contrast with a figure of 152 million pounds the preceding December 1 ...a reduction of about 70%. Over the same period of time, stocks of lard dropped from 53 million pounds in 1941 to 38 million pounds in 1942. While our pig crop was much larger than ever last year, Army demands have been tremendous, and much pork has been canned for Army and Lend-Lease use. Moreover, the shortage of bacon is felt because less sliced bacon is being prepared for civilians, and more pork is going into "dry salt" sides for easier handling, shipping, and large scale preparation into cooked foods. The FDA attributes the decreased availability to two things: first, greatly increased demand by our armed forces and for Lend-Lease; second, increased demand among civilians because of higher incomes.

As to the food we are sending to our allies...reports from FDA show that deliveries of eggs to our allies during the calendar year 1942 amounted to about 10% of total egg production; deliveries of dairy commodities amounted to about 5% of total milk production. Deliveries of dry skim milk came to about 30%; evaporated milk, about 10%; butter, less than 1%. Deliveries of beef and veal came to less than $\frac{1}{2}$ of 1% of total 1942 production...and of pork, 13%.

The stories about the waste of food in Army camps are checked whenever the information is specific enough to permit investigation. Recently a careful check was made with the man who holds the Government contract for collecting garbage from Camp Kilmer, N. J. regarding the truth of the reported discarding of whole hams in the waste. He stated that no such condition ever existed...that from time to time, the end of a piece of ham might be collected, but that he considers this a normal discovery in the collection of such wastes. Every mess hall at the camp was investigated, and all the mess personnel questioned about this rumor, and the public relations officer reported the results of the survey to be negligible.

The OWI has suggested the following simple rules in regard to rumors for every American to observe:

1. Never repeat a rumor.
2. Do not repeat a rumor verbally, even to deny it.
3. If you know the facts which can spike a rumor, cite the facts promptly.
4. If you do not know the facts which can stop a rumor, ask the rumor-teller where he got his facts.
5. Don't give a rumor the benefit of any doubt.

WHERE THE BUTTER IS GOING

We gave you some figures on butter in the preceding story "HAVE YOU HEARD...?" but here are two or three more facts about butter which will help you in answering questions. We're in the midst of the seasonal low supply of milk, you know, which means correspondingly low supplies of butter. The upward trend has started, however, and will continue upward until the peak months of May and June. The Army and the Navy report that men in the service eat, on the average, about twice as much butter as the average civilian. Then too, the services must accumulate reasonable reserves of butter. And, as we've pointed out before, increased civilian incomes have brought a much greater demand for dairy products. (Refer to the figures on ice cream consumption in the story on Food Distribution Order No. 8, also in this issue.)

The Butter Order (Food Order No.2, issued January 6) provides that 30% of the monthly production of butter be set aside for direct war requirements, beginning February 1. Here's the break-down of that 30%; approximately 20% will go to our soldiers and sailors; about 5% to our own citizens in the territories, Hawaii, Puerto Rico, et cetera; the remaining relatively small quantity, will go directly to the Russian troops, as it is sorely needed by Russia's fighting men. It's clear therefore, that Americans will get 95% of the butter produced.

QUESTION AND ANSWER DEPARTMENT

The Food Distribution Orders being issued these days are causing a lot of discussion and we know that you broadcasters will want to know the answers to many questions that are coming up. We've already considered point rationing in this way in recent issues of ROUND-UP, and now seems a good time to start on the food orders Here are some questions which have been asked about Order No.1, the Bread Order, together with the answers:

1. Will the order reduce the amount of bread sold for human consumption?
   A. No.

2. Will the order reduce the amount of bread made?
   A. Any reduction in the amount of bread made will be equal in the amount that was wasted through return of consignments or other practices banned under the order. Elimination of such waste will help to conserve essential food items and will save money for bakers as well.

3. What critical food items will be saved as a result of the order?
   A. Milk solids, sugar, shortening, and other products will be saved in an amount about equal to the quantities contained in the bread which was formerly diverted from human consumption by returns.

4. What non-food items will be saved as a result of the order?
   A. Waxed paper, printing plates, inks.

5. It has been stated that the elimination of slicing will not save any appreciable labor in bakeries, so where will the saving come in this respect?
   A. The principal saving will be in waxed paper, since sliced bread requires a heavier wrapper than unsliced bread. Since unsliced bread stays fresh longer, this factor will compensate for any waste that might arise from home slicing.

6. Will the elimination of sliced bread increase the labor requiremtns of restaurants, hotels, and other large users?
   A. Very little. Sliced bread in 2-pound and larger loaves may be sold to commercial eating establishments for a period of 60 days after the effective date. This 60-day period will enable such establishments to prepare for the slicing of the bread they use.

7. Are the nutritional standards provided for bread sufficiently high? How about the palatability?
   A. These standards have been approved as sound by nutrition experts, and by the National Research Council. When more milk is available, the maximum will be raised. As for palatability, the standards provided have been used in the preparation of bread in the Department of Agriculture baking laboratory, the bread prepared subjected to extensive taste tests, and found to be palatable.

8. Why were bread and rolls put under regulation, and not pies, cakes and sweet goods?
   A. Since bread is the most important bakery product, in terms of the national food supply, the bread order was the first issued. Orders covering other bakery products are being formulated and will be issued soon.

9. Will anyone get a competitive advantage from the order?
   A. No. Bakers will sell just as much bread for human consumption, and will be spared the expense of re-handling returns. Grocers will purchase various brands of breads according to the relative demands of customers ...the same factor which has determined the volume of competitive products in the past.

10. Will bread be uniform throughout the country?
    A. No. Nutrition standards must be maintained, and slicing and the so-called frills eliminated, but otherwise the type of bread baked, within the limits of the number of different types allowed, is optional with the baker.

11. What is enriched bread?
    A. According to the order, "enriched" means that the bread has been made from enriched flour containing the ingredients in the quantities required by the regulations under the Food, Drug and Cosmetic Act, or that equivalent ingredients have been added to plain flour during the mixing of the dough.

12. Will enriched flour be used in the baking of whole wheat bread?
    A. Enriched flour may be used, but is not mandatory for whole wheat bread.

13. Will bread be higher in price?
    A. The order was designed to help prevent a price increase.

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Questions and Answers on Order No.6, the Citrus Fruit Order, and supplemental orders issued thereunder:

1. What is the purpose of these orders?
   A. To make adequate supplies of citrus fruits available to processors for the production of citrus juices needed for Army, Navy, Lend-Lease and other Government requirements.

2. Is the consumer likely to be affected by the order?
   A. No. Except as she might have heard of the order and wondered about it she would not be likely to know that anything had been done to affect the supplies of citrus fruits. All this order does is to see that those who make the juices and so on have enough fruit to produce the juice and other things to meet war requirements.

NOTE: Answers to the foregoing questions are based on existing orders, regulations and plans, and are subject to change if such orders are changed.

PROGRAM NOTES

Consumers' Guide Coins New Word

Do you know what a PAMODMAH is...or rather, what they are? Neither did we, until we read the January issue of Consumers' Guide, out last week. It's a name they coined, and it means PEOPLE WHO MAKE OUR DEMOCRACY WORK AT HOME. The title of the article is "No Medals for These," and it tells of the work of the volunteers on local War Price and Rationing Boards, calling them heroes of democracy. A broadcast devoted to the work of these people, perhaps including an interview with some local board member or worker, should be received with interest by any radio audience. Reference to the story "The Canned Food Ration...Revised" in the January 8 issue of RADIO ROUND-UP, will show that we made a suggestion about such a broadcast at that time. You can get a sample copy of the January issue of Consumers' Guide, you know, by writing to the USDA, Washington, D. C.

Rationing for Everybody

Those who've been thinking that peoplewho eat in restaurants and hotels are going to evade the rationing restrictions on scarce foods can be cheered by the OPA's announcement that a rationing program is to be announced soon covering this situation. As a matter of fact, rationing may be necessary to protect restaurants, boarding houses and institutions from possible serious shortages of food...in the larger sense, rationing is protection of everybody's welfare, you know, and the same consideration should be given to the food requirements of those who eat out as to those who eat at home. The new regulations will go into effect at the same time as the point rationing program covering processed foods. Hotels and restaurants of all types, including dining cars, also boarding houses and institutions of confinement, will be included in this plan.

Savings on Coffee

That's what many of you will make, if your favorite brand of coffee has changed from a tin to a paper bag, or other cheaper container. You'll also be protected against the increase in price which might have been necessary in some stores where the original percentage margins allowed were less than the alternative March 1942 ceilings...the savings effected will balance the increase, sometimes leaving a bit over in the form of savings for the coffee-shopper.

FOOD DISTRIBUTION ORDER NO. 11 - MILK

Actions to be taken on a nation-wide basis by the milk industry to simplify operations and reduce marketing costs for milk have been announced by Secretary Wickard. Food Distribution Order No. 11 which will cover these actions will go into effect February 1, 1943.

Here is What It Will Mean to the Consumer

1. You'll have to buy your milk by the quart. Pints and half-pints are out. However, you will still be able to get the smaller sizes in restaurants, hotels, soda fountains, etc. Smaller sizes will also be available for school lunches. This will save precious delivery space and time.

2. In many cases you will not find more than two brands of milk in your grocery store. That is because retail stores and other organizations selling milk will not be able to buy from more than two milk companies unless their purchases are more than 300 quarts each. This is also designed to save time and cost involved in servicing small accounts.

3. You'll have to order your milk in advance or leave a standing order. Your milk wagon will no longer carry extra bottles of milk or cream. This will mean more efficient use of delivery trucks and will conserve the time of delivery men.

4. You'll pay a deposit on milk bottles. That's so you will be more careful of them and return them. This is designed to lengthen the life of milk containers.

SUPPLEMENT FOR RADIO ROUND-UP
Issued by the Food Distribution
Administration - Jan. 23, 1943

FACTS AND FIGURES ON FEATHERWEIGHT FOODS

Research on dehydrated foods, completed this month by the Food Distribution Administration, has brought out some very interesting facts about the fastest growing food industry in the United States. In view of the increasing importance of dehydrated foods in feeding our own men in all parts of the world, as well as the people of the Allied Nations, we're passing on some of this information for your use in broadcasts...we're sure you'll find it absorbing, and we hope it will be useful program material.

In 1940, only 6 million pounds of dehydrated vegetables were produced in this country; the figure was more than doubled in 1941, and expanded 25 times again in 1942. This year's production is expected to be over twice last year's. Nearly all the dehydrated food produced in the United States last year went for Government requirements. It's estimated the Army purchased 50 million pounds, while 350 million pounds were purchased by the Agricultural Marketing Administration (now absorbed by the Food Distribution Administration). Army requirements for this year are not revealed, but it's estimated that 930 million pounds will go for Lend-Lease needs.

Eggs, milk, fruits, vegetables, even meat, lend themselves well to dehydration. The following seven vegetables are most commonly dehydrated for Government needs: white potatoes, onions, carrots, cabbage, beets, rutabagas, and sweet potatoes. Other concentrated food products recently included on the regular menus of our soldiers stationed abroad are citrus fruit concentrates, powdered soups, baked beans, tomato juice, cranberries, and apple nuggets.

Featherweight foods, as they've been christened, save thousands of tons of shipping space and storage...most foods contain from 10% to 90% water, and the removal of this water means that one ship carrying concentrated foods can do the work of from 5 to 10 ships. Furthermore, dehydration makes it possible to send abroad many otherwise perishable foods, simplifies their preparation, and, by

reducing their perishability, enables them to be stored until needed.

During World War I, the dehydration of vegetables was expanded...almost 9 million pounds of dehydrated vegetables, mostly potatoes, were shipped during that period to the U. S. Army overseas. However, dehydrated food was not a great succes at that time...and there's as much difference between the featherweight foods of today and the 1918 style as there is between today's flying fortresses and the old Jennies of the World War I.

USDA's Expansion Program

The Department of Agriculture inaugurated a program to assist in the necessary expansion of the dehydration industry, to help canners and other food processors meet tin shortages and other restrictions. This program covered many points...assistance in obtaining priorities for materials needed for conversion to dehydration, blueprints of designs for dehydration plants, mimeographed technical information and assistance in training processors in dehydration operation.

Nutritional Value

For the benefit of nutrition-minded broadcasters, here are some facts resulting from research by USDA's Agricultural Research Administration and other agencies. It is indicated that freshly dehydrated foods contain almost the same amounts of proteins, carbohydrates, and minerals as fresh foods, and about the same as canned goods. Vitamins B_1 and G are stable upon dehydration and subsequent storage for 12 months, whereas Vitamin C is lost to the extent of 20% to 60% after a year's storage Vitamin A (carotene) content of vegetables is reduced 10% to 30%, and a decrease of an additional 10% to 30% has been noted after 12 months. Present methods of dehydrating citrus fruit juices succeed in retaining most of the vitamin C. Dehydration neither increases nor decreases caloric value...the number of calories is greater in a pound of dehydrated food only because the food is concentrated.

Flavor

If you're wondering about the flavor of featherweight foods, you'll be interested to know that at luncheons and dinners made up of all-dehydrated foods, the guests have been almost unbelieving when told that the foods they had eaten were dehydrated meats, vegetables and fruits.

Water Content

The water content of properly dehydrated vegetables is generally less than 7%, usually about 5%, sometimes as low as 3½%. In general, 1 pound of dehydrated vegetables equals 10 pounds of fresh...1 pound of dried skim milk is the equivalent of 11 pounds of liquid...approximately 1 pound of dried eggs equals about 3 dozen fresh eggs...1 pound of dehydrated meat is equal to 4 pounds of raw meat.

Dehydration Methods

In its simplest terms, dehydration means the removal of most of the water from a fresh product. The time required to dehydrate a vegetable ranges from 7 to 15 hours, with 8 hours as an average. Milk and eggs are sprayed through a nozzle into a chamber heated to over 300 degrees Fahrenheit, depending on the type of drier, where they dry at once and fall as flakes or powder. The basic principle of all methods is that generally the food product should be dehydrated from the inside out. This means it is necessary to keep the exterior moist by controlled humidity until the innermost part has acquired the desired temperature. After this the heat can be increased...thus the product gives off its own moisture and becomes dehydrated. Before any fruit or vegetable is dehydrated, it must be preprocessed...this includes the selection, grinding, washing, and blanching.

Vegetables

Vegetable dehydration is being built into a significant industry. In 1941, 20 vegetable dehydrating plants had a total annual capacity of about 15 million pounds. Production has been increased to the point that about 75 million pounds is expected for this current fiscal year (1942-43). Requirements, however, call

for more than 5 times that 75 million pounds....and all dehydrated vegetables are necessary for direct war requirements. The most important vegetable is potatoes ...under present plans the Food Distribution Administration will send abroad almost 65 million pounds in 1943.

Citrus Concentrates

The processing of citrus fruits into special concentrates is now an importan industry in itself...some 20 plants are now in operation. Seven gallons of fresh orange juice can be reduced to 1 gallon of concentrate; the ratio for lemons is 5 to 1, and for grapefruit 6 to 1. Up to January 1, 1943, more than 2,200,000 gallons of citrus concentrates had been purchased for the United Nations...about 90% orange juice and 10% lemon juice. In December 1942, the first purchase of grapefruit concentrate was made...5,500 gallons. The vitamin C content of citrus fruit is reduced only slightly by concentration...nothing is added, neither sugar nor preservatives.

Soup

Up to January 1, 1943, more than 7 million pounds of dehydrated soup were bought by the FDA for Lend-Lease, the Red Cross, and the School Lunch Program... plus well over half a million pounds of dehydrated tomato flakes, used as the basis for concentrated soups. From 4% to 10% of the food material in the dehydrated soup manufactured for export and domestic use consists of dehydrated vegetables used for seasoning...onions, cabbage, carrots, parsley, and celery.

Eggs

The egg-drying industry is outstanding in the dehydrated food field. As recently as 1941 there were only 16 plants, with a normal production of only 10 million pounds. Today, nearly 130 egg-drying plants are operating or proposed, with an annual capacity approaching 400 million pounds. Lend-Lease purchases from March 1941 to the end of 1942 totaled close to 250 million pounds of the whole dried product. Thirty dozen eggs (and this unit is used because it equals one case)

before dehydration weigh about 45 pounds and occupy 2½ cubic feet of space. The same eggs, dehydrated, weigh slightly less than 11 pounds, and occupy less than half a cubic foot. The 5-ounce consumer-size package represents a dozen shell eggs.

Two methods of drying eggs are used...spray and tray. The spray method is generally used for whole eggs, and in this the eggs are sprayed under pressure into a high-ceilinged chamber heated to a temperature of from 160 to 170 degrees Fahrenheit. The other method, used largely for drying whites, involves drying in metal trays in specially constructed cabinets through which hot air is forced. Before dehydration by either method, the eggs are, of course, broken, strained and churned.

Dried eggs can be used in cakes, doughnuts, pancake flour and noodles... also as scrambled eggs, and in many other forms...almost any way except as fried eggs!

Dried Milk

Direct war requirements for dried skim milk have risen greatly,..and are now between 240 and 300 million pounds annually...an amount equal to over 90% of the production of spray milk. The two processes of dehydration are named in accordance with the way they're made. In the roller process, fluid skim milk is poured on a hot roller and comes out in a thin layer, which is scraped off in dry flakes. Spray milk is made in the same way as spray-dried eggs, and this form, because it's more easily reconstituted, or restored to liquid form, is preferred by the United Nations. Roller-dried milk can be used in all forms of cooking where quick and complete reconstitution is not the main consideration.

Meats

Up to January 1, 1943, the Army had bought no dehydrated meats. However, in the preceding October, the FDA awarded the first contract for dehydrated pork for shipment overseas to the United Nations...approximately 110,000 pounds. This new product, which has never been on the commercial market, is made of pre-cooked, fresh, extremely lean pork...in color and texture similar to brown sugar. Dehydrated

pork has about one-third the volume of the original boneless meat, and weighs about one-fourth as much.

Dehydrated pork is now being sent abroad in preference to beef, as the supply of pork is greater...though at first pork offered a greater problem to the Agricultural Research Administration, as the fat is subject to quicker spoilage. The problem has been solved by utilizing only the leanest cuts of pork.

Modern processes of dehydration scientifically remove water from fresh meat at low cooking and drying temperature, retaining a maximum of minerals and vitamins As far as is known, the body-building proteins are not affected by the process any more than they would be in normal cooking procedures. Dehydrated meat may be reconstituted by first soaking in water, then by boiling it vigorously for 10 minutes. and simmering for 20 minutes more. Many of the dishes made of dehydrated meat cannot be distinguished from those made of fresh meat.

Location of Dehydration Plants

California has had the largest concentration of vegetable dehydration to date, because that is where the industry began prior to the war. Now, however, the plants extend into many other States, and others are expected to enter the picture as fast as processing facilities are available for conversion purposes.

Orange juice concentrate is prepared mostly in Florida and California.

The greatest concentration of egg-drying plants is in the Midwest, running from the east-center of Texas up through the Grain Belt. The Mississippi Valley from Louisiana northward contains a number of plants, and so do the poultry regions of Washington and Oregon, and those of Pennsylvania and New York.

Dried-milk production centers in the major dairy areas of Minnesota, Wisconsin, Michigan...the great eastern milk-shed, New York, Pennsylvania, and Vermont, and in the far western States of California, Oregon, Washington and Utah.

Feeds

It has been estimated by the Department of Agriculture that the following number of additional plants are needed to meet 1943 requirements for dehydrated foods, vegetables, 250; fruits, 20; soups, not determined yet, survey in process; milk, 35; eggs, 26; meat 10.

Under present plans the expansion of plant facilities for 1943 will be limited to companies that have had considerable experience in dehydration, or to canners already equipped with a substantial part of the machinery required for large-scale drying of food. In this way the overseas requirements of our armed forces and allies can be met with the least possible demand for new machinery.

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Radio Round-up on food...

A Service -
For Directors of Women's Radio Programs

Washington, D. C.
Jan. 30, 1943 - No. 35

FIVE CANS ON THE PANTRY SHELF

That's what OPA says each person may have and still not lose any stamps from War Ration Book Two. This announcement was made by OPA on January 26, to correct erroneous statements appearing in papers all over the country, which you doubtless noticed. No announcement as to the actual date when point rationing of processed foods will start has been made as yet, however. Here are some of the details:

Only canned fruits, vegetables, soups and baby foods need be counted in the consumer declaration everyone is required to make, although when rationing starts, dried and frozen food will be included, as has been announced.

Cans which are smaller than 8 ounces in size need not be counted at all in the consumer declaration, although these small sizes are to be rationed, the same as the larger ones.

The deduction to be made for each can in excess of the five cans allowed over 8 ounces in size, is 8 points, whether it's 8 ounces or 2 pounds, and regardless of the variety of food.

Broadcasters Can Help Prevent Hoarding

In view of the necessity for making this announcement considerably in advance of the beginning of point rationing, there is a danger which we may as well face. Those who have started buying in advance...laying in a stock before the hoarders start buying, as somebody cynically remarked!...may turn their attention to the smaller cans of foods, less than 8 ounces, which are exempt from the consumer declaration. You broadcasters will be doing a real public service if you will hold back at least a week or so before going into detail about this announcement...we've given you the details above simply for your information. In the meantime you might stress the necessity for rationing...the fact that it's the fair way of sharing the food...and the unpatriotic attitude of the hoarders. The folks who intend to play fair won't need pep-talks, of course, but the ones who are undecided need to be told why rationing is the only fair and equitable way to make foods in short supply go around---told not once, but again and again. Hammer at them hard.

US Department of Agriculture
Agricultural Marketing Administration

ANTI-HOARDING ARGUMENT

Tell your listeners not to get panicky when their favorite grocery is out of some particular item in canned fruits, vegetables and juices occasionally. It doesn't mean there isn't any more...it just means that the grocer's monthly supply of this item is used up. Only a portion of the civilian supply of these processed foods is released to retailers each month, so that the increased demand from consumers won't drain the supplies too fast.

Secretary Wickard recently announced that processors and wholesalers are cooperating to assure retailers of reasonable quantities of canned fruits and vegetables each month. He reminded us, however, that fair distribution of each month's supplies among all consumers depends on the continued cooperation between retailers and housewives.

We should never forget than many of those cans of food missing from the grocery shelves are on their way to the fighting fronts to feed our own men. Seems as though it should be clear it's up to all of us to buy only what we need, when we need it!

MORE QUESTIONS AND ANSWERS...POINT RATIONING

Here are some more of the questions we've heard on the subject of Point Rationing, together with the answers. Perhaps they'll help you to answer questions which have come to you.

Q. Will everyone receive the same number of ration stamps?
A. Yes. Exactly the same ration book, with the same number of stamps, will be issued to every member of the family.

Q. Will processed baby foods be rationed on the same point system as foods for grown-ups?
A. Yes...the processed baby foods which are made of strained or chopped fruits, vegetables, or meats, or combinations of these, put up in sealed glass or tin containers, are included in the ration order. Canned milk, canned milk formulas, and canned prepared cereals will not be rationed.

Q. How will I know how to budget my ration stamps?
A. The point value of all rationed foods will be published and posted in each store at the beginning of each ration period. You will also know how many points your family will have to spend during that period. Therefore, if you know that you must have a certain amount of some particular food, such as baby food, for a certain ration period, you can set aside enough stamps to buy it.

Q. My daughter is away at school. May we use her ration book at home for food for the family?
A. No. Your daughter's Ration Book Two, like Ration Book One, will be used by the dormitory or sorority house in which she eats, to buy her share of food while she is living at school. She will bring her book home with her when school is out.

Q. My housekeeper lives with her own family, but eats all her meals at my house. Should she give me her Ration Book Two, or keep it for the use of

her family?

A. If she eats all her meals at your home, she should give you her ration book so that you can buy her share of rationed food. However, such arrangements are entirely voluntary...any arrangements may be made that will be satisfactory to both.

MEAT RATIONING

The OPA announces that it is now planned to ration variety meats along with the others, at the time meat rationing starts. These, of course, are not included in the present voluntary meat rationing. Definite announcement regarding this will be made at a later date, and we will advise you of the details when we have them.

SOMETHING NEW FOR THE COFFEE POT

You've probably heard about those seven new coffee substitutes and compounds which may be appearing any day on retail store shelves. The important thing to tell consumers about them is that the purchase of a pound of coffee compound which contains any coffee in the blend will require the surrender of a coupon in War Ration Book One, just the same as though it were a pound of pure coffee. Of the seven announced, there are only two substitutes which do not contain coffee. These are (1) a blend of rolled wheat flour, molasses and corn oil; (2) roasted cereal for use as a coffee extender, which is expected to be used mostly by roasters as a supplement to their coffee products, and by some restaurants. Each of these coffee substitutes and compounds has been given a specified ceiling price by the OPA.

NEWS ABOUT SCHOOL LUNCH PROGRAM

According to the announcement of the Secretary of Agriculture on January 27, sponsors of Community School Lunch Programs will now purchase food directly from local merchants and farmers, and will be reimbursed by the Food Distribution Administration. Previously, as you know, these foods were bought by the Agricultural Marketing Administration (now absorbed by FDA) and distributed to state welfare agencies, distributed by them in turn to school lunch sponsors. The new program is to be carried out on a nation-wide basis, but some of the outlets already used for distribution by FDA will be retained, principally in large cities.

Under the new plan, specific commodities for purchase by sponsors will be named by FDA, based on careful consideration of the nutritive value and availability of the foods. There will be several advantages...making use of regular trade channels...providing children with a greater variety of foods...bypassing many wartime difficulties in transportation and warehousing. In his announcement, Secretary Wickard said that the new program is designed not only to offset these wartime problems, but to furnish a means of increasing the use of seasonally abundant foods close to the area of production. This, of course, will result in a more complete utilization of all foods produced.

Operating details are to be announced by FDA regional offices in the near future. We suggest you get in touch with people in your own town active in Community School Lunch Programs for interesting program material or interviews.

VICTORY GARDENS...AHOY!

It isn't too soon to begin talking about Victory Gardens, broadcasters. You people whose programs treat largely of food have a natural tie-up with this cam-

paign when you're talking about what the average homemaker can do to help the food situation. Here are some suggestions you might incorporate in programs:

1. The need is for at least 6 million farm gardens and at least 12 million city, town and suburban gardens.

2. Farm gardens should produce all the vegetables needed by the family for the entire year, if it's possible to do this.

3. Town and suburban home owners who have garden space should produce as much as possible of the family's vegetable supply, concentrating on green, leafly vegetables, tomatoes and yellow vegetables. Victory Garden space should be at least 30 x 50 feet in size.

4. In connection with community school lunch programs, school Victory Gardens might be encouraged.

Secretary Wickard Urges Victory Garden Program

Secretary Wickard recently said: "Victory Gardens offer those on the home front a chance to get in the battle of food...the vegetables they produce will provide nutritious food for the family table, lessen the drain on commercial food stocks and ease transportation burdens. Home canned vegetables also will insure a reserve food supply for family use."

Victory Tools for Victory Gardens

Garden tools manufactured after May 8, 1943, must conform to the simplified patterns and styles prescribed in the new WPB schedule. Retailers' stocks of rakes, hoes and edged or tined garden tools, and other implements, should be fully adequate for ordinary needs of consumers, but the number of styles and varieties obtainable of each kind of tool will be greatly reduced, WPB said.

FOOD DISTRIBUTION ORDER NO. 10 - RICE

The above numbered Food Distribution Order, effective January 22 was issued by Secretary Wickard, directing rice millers to set aside 60% of their stocks of milled rice on hand, and the quantities that may be milled after today, for purchase by the Government. Its purpose is to assure an adequate supply of rice, which is a basic food for the residents of such territories as Puerto Rico, Hawaii, and the Virgin Islands...also to provide supplies for the U. S. Armed Forces.

The 40% not covered by the order will be available to U. S. Consumers, and also for export to Cuba. With the rice already in civilian channels, it's expected the supply of milled rice will be enough for normal civilian needs. We're not large users of rice in this country, comparatively speaking. Our per capita consumption is, on the average, only around 6 pounds a year. However, rice, along with dried fish and dried beans, is a major food of the people of the Caribbean area and a staple food of Hawaii. It's interesting to compare our per capita consumption of rice with that of some of the territories. The pre-war consumption in Puerto Rico was 128 pounds, in Hawaii 177 pounds.

It is the present intention of USDA to hold all rice purchased under the order for delivery to the Caribbean area, Hawaii, and to the military forces. Allocations of rice to the Allied Nations will be deferred until those requirements and

those of civilians in this country are assured.

The 1942 rice crop in this country was the largest on record, but still, since the United States accounts for only a bit more than 1% of average world production, it can be considered no more than a drop in the bucket...or a grain in the bowl, so to speak. World supplies have been greatly reduced by Japanese occupation of the more important rice producing countries, so that many countries now have to depend entirely on the United States for enough of the grain which plays a major role in their daily diets.

IMPORTANT NEWS ABOUT VEGETABLES

Here's good news about the cost of living...the cost of eating, specifically, so far as tomatoes, peas, snap beans and sweet corn are concerned. The homemaker will pay approximately the same for the cans of these important vegetables during the next year as she did during the last. She'll have to use point rationing stamps, of course, because these are among the most important of the processed foods to be rationed very soon.

This information comes in two news releases...one from Secretary Wickard, announcing price supports to growers to encourage maximum production of these four major crops...the other from the OPA, stating that retail prices will remain about the same for this year's pack as for last year's. This is in line with the USDA's program to assist farmers in producing enough food to keep the canning and dehydrating plants busy. So, these combined actions by USDA and OPA provide that the support prices to growers will be substantially above last season's, but that these higher prices won't be passed on to the consumer.

OPA officials state that this represents an important step in stabilizing the cost of living.

LATEST NEWS ON THE BREAD ORDER

Amendment No. 2 to Food Distribution Order No. 1, was issued on January 25th by Secretary Wickard.

This amendment, effective at once, will:

1-Ban the consignment selling of all bakery products in addition to bread and rolls designated in the original order, which became effective January 18th.

2-Permit the sale of sliced bread in 1-pound or heavier loaves until March 18th to restaurants or other institutions serving meals, and which accept a single delivery of not less than 20 pounds. (Under the original order, slicing was restricted to 2-pound loaves.)

3-Prevent grocery, delicatessen, and other stores from slicing bread for sale to their customers.

4-Eliminate the restrictions on printing of wrappers for bread, rolls, or other bakery products.

Amendment No. 2 is designed to clarify and modify the original order, and to eliminate the possibility of misinterpretation.

PROGRAM NOTES

"99 Ways to Share the Meat"

That's the name of the bulletin we're enclosing this week...we feel sure you'll find some good program suggestions in it. It was prepared by the Bureau of Home Economics, and has beed distributed to the Civilian Defense Offices all over the country. If you'd like additional copies, you can get them from your local OCD.

Sauerkraut and...

Maybe it's sausage, or spareribs, or one of the variety meats. Anyway, there's delicious kraut in most markets this year, sold in the good old-fashioned way...in bulk. Why not remind your listeners occasionally that sauerkraut is one of the time-savers in meal preparation these busy days, and a help in making the meat go farther. It adds a little extra tang to many a meal...furnishes an interesting flavor contrast...can be used as both a relish and a vegetable. Also, sauerkraut adds some minerals and vitamins to the meal. Eating sauerkraut is a pleasant way of helping to use up the big supply of cabbage we produced last fall.

Importance of Nutrition Knowledge

In a recent talk on "Nutrition and the Management of Food Supply" Secretary Wickard said: "Today many people are asking, 'Can we hope to live up to the standards of good nutrition under wartime conditions?' I believe we can, provided we do three things: First, if we push production of necessary foods right up to the limit; second, if we see that every family has the chance to get its fair share of the total supply for civilians; third, if each family makes the wisest possible use of its share....It is vital to know the food values of different products, so that if supplies of some important foods are limited, we can select other foods that supply the needed nutrients."

There's an opportunity for broadcasters who are nutrition experts to give their listeners a real wartime service. Pass on your knowledge in the most interesting and helpful way you can.

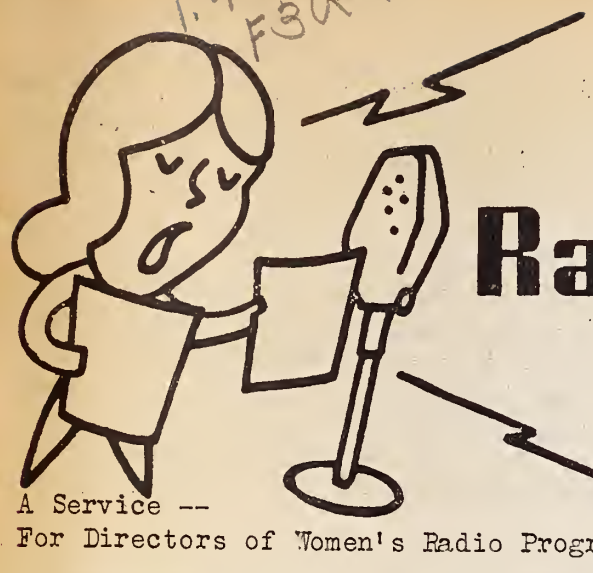
What is a Bread Knife?

Not necessarily one of those knives with the notched or serrated edge...any sharp slicing knife, such as a meat knife, will do a good job of bread cutting. Do you know where the so-called "bread knife" originated? It dates back to the Gay Nineties, when bread was baked at home, taken hot from the oven, and cut while still warm. The wavy edge was found to be more efficient in slicing warm bread than the plain edge, and manufacturers designed and promoted this type of knife for that reason. Since homemakers are going to have a hard time buying one, what with the restriction on the manufacture of kitchen cutlery, you might like to tell the younger and less-experienced housekeepers not to worry about it. Probably everyone has at least one meat knife...it's well to warn them to take good care of it, however, because it will have to do double-duty for the duration, no doubt.

A Further Note on Grade Labeling

We've been talking about this matter quite a bit recently, (in the December 18 and January 16 issues) and now the plan has been put into effect, OPA announced

on January 22, effective on that day. OPA pointed out that the establishment of standardized grade labeling will tie price definitely to quality. It will complement rationing, which, in establishing the quantity of certain commodities which will be available to the individual purchaser, does not reckon with quality. OPA officials describe this as one of the most important steps taken thus far for the protection of the wartime consumer.



Radio Round-up on food...

A Service --
For Directors of Women's Radio Programs

Washington, D. C.
Feb. 6, 1943 - No. 35

THE BIG, BLACK MEAT MARKET

And don't think it isn't both big and black. Maybe your town is free from this new form of bootlegging which is a result of World War II, but it's the big hush-hush story in many parts of the country. We've all heard about the black markets in European countries...probably shuddered a bit at the idea that some retailers would take advantage of shortages caused by the war to build up a profitable business at the expense of consumers. There are two sides to the black market situation, however, and the consumer himself (or herself) is one side. There wouldn't be any black market if there weren't somebody to sell the stuff to, you know. When a neighbor meets you on the street, all excited because whe's found a little store on the other side of town where she can get plenty of meat, every day, and you make a note of the address so that you can go there yourself...both of you are building up the black market. The same is true when your husband comes home from the office with a story about that little meat market way out on the edge of town, or perhaps the small store in a suburban town where everybody's going to get meat and butter and all the things you're having a hard time finding in your neighborhood grocery. You both decide to save up your gasoline to do some "necessary marketing" in that vicinity at the end of the week...and when you do that little thing, you become a part of the black market scheme of things.

What are the black markets in meat doing that's so terrible? Well, they're draining the supplies of meat which should go to our fighting men and our war workers and our allies in other countries. The meat restriction order was put into effect in order to preserve for civilians at least 70 percent of the meat supplies, with the remaining 30 percent, plus all the increased production, designed to go to the military and to Lend-Lease. The operations of black markets mean that a good deal more than 70 percent of the meat supply is getting to the civilian population, outside of the regular trade channels which would see that it's distributed fairly.

And how about the meat itself? It looks all right, no doubt...no smart shopper would buy it otherwise. However, if those shoppers could see the barns where the slaughtering is done late at night...old barns with no sanitary provisions ...the handling of the meat by men who know nothing about the proper methods....the

US Department of Agriculture
Agricultural Marketing Administration

THE WORK OF THE AMA IS NOW BEING CARRIED ON BY THE FOOD DISTRIBUTION ADMINISTRATION.

dirty trucks into which the carcasses are piled to be rushed to town before daylight ...well, if the average woman had even a slight conception of all this, she wouldn't even carry the meat home! Far worse is the possibility that animals slaughtered in this way may have been tuberculous...there's no such thing as inspection of meat for the black market.

And how is the honest citizen to know that a certain store is patronizing the black market? It isn't too hard to tell...you're justified in suspecting the store which always has plenty of meat...beef, ham, bacon, just about anything anybody would want...particularly if that store is located in a small town or on the outskirts of a city, convenient to surrounding farms. Or, if it's a store in town which formerly did a very small business, but in the last few months has blossomed out into a thriving market with a well-stocked meat department...let the buyer beware!

What's being done about it? OPA is trying to police the country, but with restrictions on the money they have to spend, it's a job which can't be done as completely as they wish. They're working on solutions to the problem, and you may be sure that when prosecutions start and the penalties come through, those involved in the black market operations, whether they're farmers selling more than the quota, or retailers charging more than the ceiling price, will face heavy fines or imprisonment, or both.

The black market in meat is an activity which is definitely a menace to the war effort and a threat to the security of the civilian population. Your listeners respect you and your opinions, and there's no doubt that you might wake many of them up to a danger which they don't realize.

CANNED FOOD RATIONING DATE SET

At last the news is out...March 1 is the day when we start using that new ration book, formally known as War Ration Book 2. We'll have to get the book first, of course, so be sure to remind your listeners that it will be necessary to have War Ration Book 1 in order to do this. You'll be able to find out from your local rationing officials the time and the place, or places, to go in your own community. We can tell you, however, that retail sales of the 200 or more items to be rationed will be suspended at midnight on Saturday, February 20, and that the registration for War Ration Book 2 will take place during the week of February 22. That week when there'll be no sales of the items to be rationed will be used by the retailers to replenish their stocks, to give last-minute instructions to the store personnel, and to get everything ready for the efficient operation of this new system of rationing to start on Monday morning, March 1. Also, OPA informs us that the ration periods will be figured by the month, not be the week, or any other division of time.

The allowance for the first ration period, the month of March, will be 48 points, which includes three each of the following stamps: 8-point, 5-point, 2-point, and 1-point. It is not possible at this time to estimate the number of cans anyone will be able to purchase with those 48 points, because the point values have not yet been announced. Point values will be set to conform with the supply of the various foods, and with the demand for them. As we've pointed out in past issues of ROUND-UP, the foods with low point-values will be the best buys, and the person who makes a general practice of choosing those will be helping to distribute our food supply more evenly and fairly. Remember, rationing means an end of the "first come, first served" situation which now exists in regard to a great many scarce

foods. The people who haven't been able to buy some of the common canned foods because others got to the store first and bought more than their share, will find that rationing will restore many of these items to the grocers' shelves.

We suggest that you remind your listeners they'll be required to fill out that Consumer Declaration when they apply for War Ration Book 2. All this was explained in detail in last week's ROUND-UP, but just in case we missed something, we'll mention again that only the cans, bottles and jars containing 8 ounces or more of the following foods need be declared: commercially canned fruits, (including spiced); canned vegetables; canned fruit and vegetables juices, canned soups, chili sauce and catsup. Of these items, 5 cans of the 8-ounce size or larger may be taken out for each member of the family, and only the remaining cans counted.

The following need not be counted or declared: canned olives, canned meat and fish; pickles, relish; jellies, jams and preserves; spaghetti, macaroni and noodles; or home canned foods.

It seems to us it would be a good idea for anybody who finds all this a bit difficult to understand to make this "pantry census" in the following way. On Sunday, February 21, the first day of the so-called freeze, the housewife might spread all her pantry supplies out on the kitchen table. She can eliminate immediately all the excluded items listed in the paragraph above. Then she can put back on the shelf all the smaller cans which contain less than 8 ounces. Next, she can count out 5 cans for each member of the family from the remainder, and put all those back on the shelf. What's left on the table will be the exact number of containers she must state on the Consumer Declaration sheet. This form, by the way, is to be printed in the newspapers, and may be clipped therefrom. When she takes the Consumer Declaration to the place which has been designated for the issuance of War Ration Book 2, the number will be noted and an 8-point stamp detached for each can.

In order that no person will be entirely without stamps during any ration period, only the 8-point blue stamps will be removed from any ration book at any one time. If the removal of all of these from the books of an entire family still does not account for all the surplus stocks of canned foods on hand, the registrar will make a record of the excess on the cover of War Ration Book 2, and further deductions will be made from point ration books issued later for processed foods.

This deduction of 8-point stamps is really a means of starting off the rationing program on as equal a footing as possible. It is recognized, however, that many families customarily buy canned goods in quantity, especially in rural areas, so that any implication of hoarding on the part of these people is completely unjustified. Transportation or other difficulties may make frequent trips to the store impossible, and in such instances, arrangements may be made with their ration boards to use stamps in advance.

Perhaps you would like to mention that those who have stocked up heavily on canned goods face heavy penalties if they give false information on the Consumer Declaration sheet. While the way of the hoarder may be difficult, honesty is definitely the best policy!

THE QUESTION OF BUTTER RATIONING

Tom G. Stitts, Chief of the Dairy & Poultry Branch, FDA, spoke before the butter manufacturers and dealers at Chicago on February 3. His talk covered many of the details of the Butter Order, (FOOD ORDER NO. 2), and of the information already presented in RADIO ROUND-UP, as to the reasons for the increased demand, where the butter is going, and so forth. Dr. Stitts brought out two important points in connection with the butter situation, which you will probably want to use. We quote him directly:

"The Department (USDA) is now working to make sure that civilians get a fair share of the butter available for domestic consumption. It is planned to hold civilian consumption at a level of about 13 pounds per capita per year and to make available to consumers about the same amount each month. To accomplish this the FDA will vary the "set aside" percentage. During the spring and summer months of flush production, Government war agencies will purchase and store supplies in excess of their current requirements in order to meet their winter needs. It is anticipated that little or no butter will be required to be set aside in the winter months of seasonally lowest production. Butter production in these months will go to civilians.

"I want to stress again that with consumers able to buy more butter than can be produced, the supplies will have to be limited by either a set aside order, or by rationing, or by a combination of both. But before each consumer can be assured of a fair share of the available civilian supply, butter will have to be rationed. Until consumer rationing can be established the trade has a responsibility of distributing these supplies as equitably as possible."

You might suggest to your listeners that they have patience when the grocer limits each customer to a quarter or a half-pound of butter. It seems as though most people would agree that it's better to have a small amount each week regularly than a pound one week and none at all for the next two or three.

BUTTER GRADES REVISED

With the simplification of butter grades which has just taken place, it will be much easier for the average consumer to tell exactly what quality of butter she is buying...when she can get it. The number of grades has been reduced from 9 to 5, and provision has been made for a simple ABC marking as well as the numerical scoring used by the trade. Secretary Wickard announced these revised U.S. Grades for creamery butter on January 30, and the order is to be administered by the FDA.

The order will provide a basis for OPA ceilings on butter prices, and the grades must be indicated as follows:

U.S. 93 Score or U.S. Grade AA
U.S. 92 Score or U.S. Grade A
U.S. 90 Score or U.S. Grade B
U.S. 89 Score or U.S. Grade C
U.S. Cooking Grade (including all butter below U.S. Grade C, the lowest table grade)

The new grades are determined on the same principles as those now employed ...the rating of defects in such factors as body, color and salt remaining unchanged. These new standards also make it possible to use a simple system for grading cream at creameries, which can be closely coordinated with the butter

grades. Also, the price for cream can be coordinated with the corresponding ceiling price of butter made from each grade of cream.

FOOD DISTRIBUTION ORDER NO. 12 - BUTTER

This new Food Order on butter, issued by the Secretary of Agriculture on January 29, merely affirms an order dated November 20, 1942. Under this half the butter in cold storage in 35 principal markets between November 6 and 20 was reserved for direct war needs. Under Order 12 the administration of the Butter Order is transferred from the War Production Board to the Food Distribution Administration.

It may be of interest to you to know that about 21 million pounds of butter was set aside under the original WPB order, and two-thirds of this has been purchased by the U. S. military forces. FDA purchased approximately five million pounds, and the remainder was released for distribution to hospitals, public institutions, and to consumers. At the time this order was issued, storage stocks of butter were disappearing at a rapid rate, and the WPB order was for the purpose of holding enough butter in storage to meet urgent war requirments. The story "Where the Butter is Going" in RADIO ROUND-UP of January 23, gave you information about this, and made reference to the Butter Order, Food Order No. 2, which we explained fully in RADIO ROUND-UP for January 8.

FOOD DISTRIBUTION ORDER NO.13- WHIPPING CREAM

Here's another to add to your list of Food Orders...though it isn't really a new order. It's just a re-issuance of the WPB Conservation Order of last November 25 banning whipping cream for the duration. Secretary Wickard on February 3 continued that ban, in transferring the administration of the order from the WPB to the Food Distribution Administration.

The provisions of the order remain unchanged. As you doubtless know, it prohibits the delivery of cream having a milk-fat content in excess of 19 percent except to another producer; or to hospitals or persons for use in supervised medical treatment.

Broadcasters in California, the District of Columbia, Minnesota, Montana, and Nevada, where the milk-fat content of cream is required by law to exceed that maximum of 19 percent, may be interested to hear, (if you do not know) that producers in those states may deliver cream having a milk-fat content not exceeding the state legal minimum by more than 1 percent.

AMENDMENT TO FOOD DISTRIBUTION ORDER NO.3 -- CITRUS FRUIT

This amendment does not affect the consumer, any more than does the previously mentioned Food Distribution Order, but is noted in order to give you a complete record of all food orders. The amendment, which became effective on January 28, permits canners to sell canned grapefruit juice, but requires buyers to hold the quantity purchased until April 1, 1943, and also to notify the Food Distribution Administration of the purchase.

The order as originally issued prohibited canners from selling canned grapefruit juice during the period from January 6 to March 31, 1943. The amendment is

designed to aid canners who do not have enough storage space to take care of this reserve stock. The purpose of freezing canners' stocks in the first place, as you know, was to encourage the folks at home to use fresh grapefruit while there was plenty in the market, in order to have larger civilian supplies of the canned juice later, when there's less fresh fruit. While the amendment releases canners' supplies, it freezes the quantity sold in the hands of the distributors, and does not affect the amount available to consumers up to April 1. In this way the original objectives of the order are carried out, but at the same time an incidental storage problem is solved.

The stocks of canned citrus juice in the hands of wholesalers and retailers before the original freeze order are not held back from consumers...only those supplies purchased from canners under the amendment.

MORE ABOUT THE ICE CREAM ORDER

Food Distribution Order No. 8, known as the Ice Cream Order, which we covered in the January 23 RADIO ROUND-UP, provided that only 65 percent of the quantity of frozen dairy products consumed from December 1, 1941 to November 30, 1942, can be made this year. On February 1 this order was amended so that the use of milk and milk products in frozen dairy foods will be on a month-by-month basis. In other words, during February and each month thereafter, the use of milk solids in these products will be limited to 65 percent of the quantities used for civilian consumption in the corresponding month during the period previously mentioned. This means that ice cream will be available to the civilian population throughout the year and for that reason is of special interest to consumers.

FDA officials point out that this 65 percent quota does not apply to ice cream or mix made for or delivered to the Army and Navy.

EVAPORATED MILK FOR CIVILIANS

Tell your listeners that if the corner grocery has been a bit short on canned milk lately, that condition is likely to be much improved very soon. Three million more cases of evaporated milk from stocks held by the Food Distribution Administration has been released to manufacturers for distribution to civilian consumers, bringing the total amount of canned evaporated milk released to civilians from Government stocks during the last six weeks up to 5 million cases.

ADVANCE NEWS ABOUT WAR RATION BOOK 3

Yes it's true...War Ration Book 3 is "in the works" but your guess is as good as anyone's as to what it will cover. Our suggestion is that you refrain from guessing, out loud, at least! Remember what we said about rumors last week? We all know that other things besides canned foods will have to be rationed, and the idea in having the new book printed and ready for distribution is that the machinery will be set up and ready to roll when the necessity arises.

War Ration Book 3 will be similar to Book 2, and will operate on the point system. Many of the stamps will have symbols instead of letters of the alphabet, however, but these symbols will not have any particular meaning. They'll simply serve to identify the stamps with whatever purpose they're used for later. As soon

as there's an official announcement about this book, we'll let you know.

CUTTING THE COFFEE RATION

Just a reminder...the next coffee ration has been cut from one pound every five weeks to one pound every six, you know. Reduced coffee inventories in the hands of wholesalers and retailers have made this necessary. Stamp #25, the next coffee stamp in War Ration Book 1, becomes valid on February 8, and will be good for the purchase of one pound of coffee through midnight, March 21.

It's a good time to remind listeners again about ways for stretching the coffee.

JANUARY "MARKETING ACTIVITIES" OUT

The January issue of this interesting publication is just out, and you broadcasters will find much program material in it, we feel sure. An article entitled "Seeds of Victory" tells about the shipment of seeds to other countries in order to help our allies raise their own food. For detailed information about point rationing, you might refer to the article "Points on Point Rationing". There's news about transportation as a problem of food distribution, information about the butter shortage, and much other informative material. If you'd like a copy, address your request to the Editor, Marketing Activities, USDA, Washington, D. C.

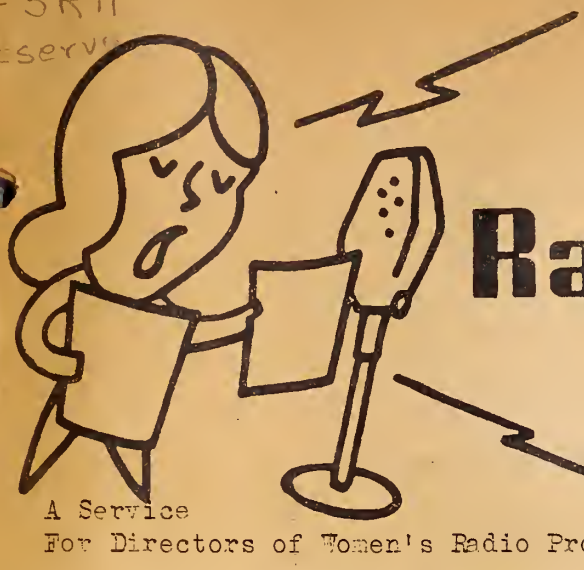
FOOD FOR OUR FOUR-FOOTED FRIENDS

Are you wondering (or are your friends asking you) just how the four-footed members of the family are going to get along in these days of meat scarcity and food restrictions? Well, if Danny the dog and Katherine the cat have been raised on one of the popular brands of pet food, they'll continue to fare very well, though there won't be as much protein in their diet. A Food Production Order, effective January 29, requires pet food manufacturers to limit the animal protein content to 8 percent, and the total protein content to 24 percent, by dry weight, of the pet foods processed prior to July 1, 1943. Pet foods supplied to the armed forces are exempt from this restriction, however, so that the dogs who've gone to war will eat just as well in the Army as they did at home!

Don't worry, though...the lowered protein content will be nutritionally adequate...that's been determined. The pre-war protein content was about as follows: 1. Canned pet foods contained roughly 32 to 36 percent total protein, of which 25 to 28 percent was animal protein; 2. the conventional dried pet foods contained 21 to 24 percent total protein, of which about half was animal protein.

The Food Production order does not reduce the total amount of pet food to be manufactured during the six-month period ending June 30, but does prevent expansion.

In case you have any question as to the exact definition of pet food, here's how it's described technically; Any mixed foodstuffs intended for consumption by dogs, cats, or any other fur-bearing animals used as pets.



Radio Round-up on food...

A Service
For Directors of Women's Radio Programs

Washington, D. C.
Feb. 13, 1943 - No. 37

PRICE CEILINGS ON BUTTER

Specific dollars and cents maximum prices were set by OPA on February 11, covering butter at every stage of distribution, from the time it leaves the creamery until its purchase by the corner grocery. OPA states that the dollars and cents wholesale prices will be about the same, or slightly lower than the average of previous ceilings, and at retail it is expected that price to the housewife will remain the same, or perhaps be lowered one cent a pound in some cases.

As an example of the maximum retail ceilings, Washington, D. C. will have a 57¢ per pound price for Grade AA or 93-score butter, packed in one pound cartons of 1/4 pound pieces, sold by the retail outlet buying in less than carload lots and allowed the highest mark-up over net cost. In some stores which buy direct and in large volume, there will be lower price ceilings, because these stores are allowed smaller mark-up [illegible] net cost. Where the butter is less than AA or 93-score, lower ceiling prices must prevail. Maximum prices for other cities, calculated on the same basis as that given for Washington, range from 56¢ to 58¢ a pound.

Ceilings are set for three base cities, Chicago, New York and San Francisco. Ft. Worth, Texas, is also made a base city for southern Texas and Louisiana, in order to facilitate the shipment of butter into those areas.

Dollars and cents ceilings are established for six grades of butter, ranging from U.S. Grade AA or U.S. 93-score, down to No Grade (as outlined in last week's RADIO ROUND-UP), the standards issued by USDA effective February 1st.

The new amendment avoids favoring any consuming area and is expected to prevent any disruption in the normal flow of butter.

For complete details regarding this amendment, you may like to get a copy of the OWI release dated February 11, number OPA-1662, from your Information.

US Department of Agriculture
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HELPING NORTH AFRICA TO HELP ITSELF

On February 5, Edward R. Stettinius, Jr., Lend-Lease Administrator, stated that reports from United States and British economic missions in North Africa indicate that some shipments now being made will not have to be long continued. This is particularly true of wheat. North Africa is ordinarily a surplus producer of most foods, and success in restoring the agricultural production of the country will not only meet most local requirements, but will provide for many of the needs of American and British forces there.

The United States program calls for sending supplies which will aid North Africa to raise more food, to rehabilitate its production or raw materials important to United Nations' war production, its transportation and its fishing industry. Agricultural supplies include seeds, considerable quantities of copper sulphate, parts for American-type farm machinery, and farm tools. Fish nets, heavy canvas and sacks are being sent for North African fishermen. Industrial supplies include refractory bricks, chemicals and miscellaneous metal and electrical products. Small quantities of newsprint and other printing and wrapping papers are also included. Both Great Britian and the United States are sending a large tonnage of coal for North African railroads and other public utility and industrial needs.

It's interesting to note that supplies of strategic raw materials are coming from North Africa to the United States and the United Kingdom. That country is the world's second largest producer of phosphate rock. It also produces important quantities of high grade iron ore and cork, and among other strategic materials, zinc, lead, cobalt, and manganese. All of these are valuable for United Nations war production.

FOOD DISTRIBUTION ORDER NO. 14 - PEANUT OIL

On February 6 Secretary Wickard issued the 14th Food Distribution Order, under which 25% of the peanut oil production is reserved at the point of refining. This was done to make sure there will be enough of this oil for essential war uses. With the supply of imported oils reduced, peanut oil has become an important raw material, since it can be substituted for other oils in the production of cooking oils, shortenings and oleomargarine. It has many other uses, however, such as the scouring, sizing, and dyeing of textiles, the manufacture of glycerine, printers' ink, wood stains, paper, axle grease, soap and other essential products.

Purchases of peanut oil will be made by the Commodity Credit Corporation, and the amounts required will be allocated to war uses by the Food Distribution Administration. At least 40 million pounds of peanut oil are expected to be produced during the remainder of the crushing season until fall, and by means of this order, the Commodity Credit Corporation will acquire at least 10 million pounds.

In this connection, you broadcasters in parts of the country where peanuts are an important farm crop may like to mention the action just taken by the USDA to help farmers meet the 1943 goal of 5 1/2 million acres of peanuts for this year. Steps are being taken to make more peanuts available for planting. Three

agencies have been authorized by FDA to sell excess farmers' stock peanuts to growers who need them for seed. This is intended to supplement the regular supply of peanuts for seed.

Those of you who are nutritionists doubtless have been suggesting to your listeners the use of peanuts and peanut butter in cooking, as an alternate for meat, since peanuts are high in protein value. You might like to stress the wise and economical use of this food, since we want to guard against the waste of any food these days. A versatile vegetable like the peanut, with its wartime jobs to do, should be treated with the greatest respect.

FOOD DISTRIBUTION ORDER NO. 15 - CHEDDAR CHEESE

Now comes the Cheese Order...a direction by Secretary Wickard to the cheese industry to set aside half of its monthly production for direct war purposes. The order applies only to Cheddar cheese, commonly known as American cheese...colloquially known as "store cheese", "mouse-trap cheese"...maybe you know some other names! The popular Swiss-type, Roquefort-type, and the various other foreign varieties of cheese, are not affected. However, more than 80% of the cheese produced in this country is of the Cheddar variety, so it's clear that there won't be as much as people would like to have of the most popular cheese...good old American. It is predicted that domestic consumption of all cheese by civilians in 1943 will be a little less than 5 pounds per capita. In 1942 it was about 6 1/2 pounds -- in 1941 about 6 pounds.

The cheese set aside under food order No. 15 will go to the U. S. armed forces, the Food Distribution Administration (which buys food for the Allies and the American Island territories), and to other designated Government agencies. This order becomes effective on February 15, and must be observed by every producer of Cheddar cheese whose production was more than 8,000 pounds in any month since the beginning of 1942.

It will be well for broadcasters of food and household problems to give careful consideration to the necessary reduction in the available civilian supplies of cheese, since this food has been widely advocated as an alternate for meat. Homemakers will be listening for suggestions about other meat alternates of high protein value...fish, poultry, eggs, dried beans, and others. The leaflet "99 WAYS TO SHARE THE MEAT", which we recently sent you, will help.

FOOD DISTRIBUTION ORDERS NO. 16 & 17 - DRIED FRUITS & RAISINS, RESPECTIVELY

These two Food Distribution Orders, effective as of January 30, merely transfer the administration of orders from the War Production Board to the Food Distribution Administration.

Order No. 16 continues in effect the regulation requiring packers of dried fruits to set aside for Government purchase the entire supply of raisins, dried apples, apricots, peaches, pears, and prunes. Consumers are able to find dried prunes and raisins at their grocery store because that portion of the supply in excess of direct war needs is released to the civilian trade.

Order No. 17 is a continuation of the WPB order which directed that all California raisin-variety grapes be converted into raisins. The purpose of this is to provide adequate supplies of raisins for war needs and also for civilian supplies.

It's interesting to note that about half the 550,000 tons of dried fruit produced last year was raisins. In view of the long-recognized value of raisins and other dried fruits as a source of minerals, particularly iron, we can understand the value of these highly-concentrated and relatively non-perishable foods in the diet of fighting men. We all know the importance of fruit, but we can't send it in its fresh state because of its bulk and perishability, to the widespread fronts where our men are fighting this global war. With the water content tremendously reduced, however, fruit can be shipped "from Greenland's icy mountains to India's coral strand", if necessary. Here at home we can continue to enjoy the fresh fruits as they come along, and disregard the minor inconvenience suffered when we find the grocer doesn't have some variety of dried fruit which we want.

FOOD DISTRIBUTION ORDER NO. 18 - TEA

This order, covering tea, effective February 6, was issued by Secretary Wickard and transfers to FDA the administration of the original WPB order on tea. The purpose of this order is to assure a fair distribution of tea among the members of the industry, and through them to the consumer. No packer may deliver more tea than is allowed by the quotas set up by the Director of Food Distribution.

One provision of the order is that tea for sale in retail stores shall not be packed in a container holding more than one-quarter of a pound, so there's no use asking your grocer for a larger size.

FOOD DISTRIBUTION ORDER NO. 19 - SPICES

The Spice Order, effective February 8, was issued by Secretary Wickard for the same purpose as the Tea Order, just mentioned, and supersedes the original WPB order which had the purpose of assuring an equitable distribution of spices to consumers. The Director of FDA has the same authority under this order as under Order 18 on Tea, to determine quotas of spices available to packers, industrial users, and wholesalers.

The spices covered by this order are normally imported from many parts of the world which have been entirely cut off by the war. Shipping space from some of the other spice-producing areas is very limited. It is believed that the quantity on hand will be enough for our normal requirements in this country for some time to come, but the order is designed to make these stocks last as long as possible.

The military forces and other agencies directly connected with the war program are exempt from the quotas on spice, under certain conditions.

AMENDMENT 1 TO FOOD DISTRIBUTION ORDER NO. 10 - RICE

This amendment, effective February 6, was issued for the purpose of providing a fair distribution of civilian supplies of rice throughout the continental

United States. It provides that no miller or "first owner" may ship to any State or the District of Columbia during this crop year a quantity larger than 85% of the total quantity he shipped into that area during the last crop year. A crop year, incidentally, is defined as the period from August 1 to July 31. This applies only to stocks which may be sold for civilian consumption, and does not apply to the stocks that are held for Government purchase.

One effect of this amendment should be to prevent undue accumulation of the stocks of rice available to consumers in any one State. You will recall that the Rice Order No. 10 (covered in RADIO ROUND-UP on January 30), directed rice millers to set aside 60% of their stocks of milled rice for purchase by designated Government agencies for shipment to American territories where rice is a staple food, and for U. S. military needs.

HELP FOR THE SMALL BAKERY

The little bakery around the corner is going to benefit from the OPA order of February 9, scrapping the March 1942 price ceilings for pies, pastries, doughnuts, cakes, and other sweets, except cookies. Under this order prices to consumers will be increased from 5 to 15%, but the small bake shop will secure the fair and equitable mark up to which it is actually entitled in view of the greatly increased cost of many ingredients. There will be no change in bread prices, however, since the March 1942 maximum prices for individual stores continue as ceilings for bread. Cookies have been excluded from the new order, so that they may be treated separately in a more appropriate regulation.

While bread is the largest sales item of the bakery wholesaler, it may surprise many of you to know that it constitutes less than 20% of the usual small bakery's total sales volume. Pies, pastries, doughnuts and cakes make up the balance.

Ceiling prices must be printed on all packaged baked products under this regulation. The producer must render this service for the retailer, and must indicate the price which the consumer will pay at his neighborhood bakery shop.

FDA TAKES OVER MEAT INSPECTION SERVICE

The inspection of meat and the grading of meat will now be carried on by the Livestock and Meats Branch of the Food Distribution Administration. Under an order issued by Secretary Wickard on February 9, the Department's meat inspection will be handled by the same agency that performs the marketing and distribution functions of USDA. Formerly, meat inspection was conducted by the meat Inspection Division, Bureau of Animal Industry, and while the actual system of inspection will remain the same, all the work of inspection and grading will be done under one head. Secretary Wickard said: "The present administrative policies of the meat inspection division will be continued without any lowering of the high standards of inspection already established."

You're all familiar, no doubt, with the little round inspection stamp, which certifies that meat is fit for human consumption. Under the Meat Inspection Act all meat must be inspected for wholesomeness and freedom from disease. Inspectors are stationed at the packing plants to examine livestock before it is slaughtered, to conduct a post mortem examination, and to supervise all processing in the plants. One of their duties is to make sure that in the preparation

of sausage, only the proper proportion of foods other than meat are included. Also, they determine how the meats must be labelled.

Meat inspection has been required for a number of years, but it is only recently that there have been Government requirements as to grading. At present beef is the only meat which must be graded as well as inspected, with the one exception of Choice veal. Grading of all other veal, lamb, and mutton is not required.

Now that supplies of meat are limited, it is particularly important to the consumer to know exactly what she's getting for her money. For this reason, the inspection and grading of meat are particularly important to her.

MORE QUESTIONS & ANSWERS ON POINT RATIONING

As the date for the beginning of point rationing draws nearer, more questions keep coming up. Maybe you've received some of these from your listeners, and will be interested in having the correct answers.

Q. Where do I get the Consumer Declaration form on which to report my extra stock of canned foods?
A. Watch for it to appear in your newspaper sometime after February 15. Clip it out and fill in the facts on February 21. Registration for War Ration Book Two begins on February 22 and you will save time by bringing a completed form with you. Only one form will be used for the entire family. Space will be provided for writing in the names of all members of the family unit. If you do not get this form from the paper, you can obtain it from your ration board when you go to get War Ration Book Two.

Q. Do I include my housekeeper in the list of names? She lives with us and eats all her meals in our home.
A. No. List only members of the family. The housekeeper must fill out a separate declaration form.

Q. I've heard that some information about coffee must be given on this Consumer Declaration. Is this correct, and if so, what is it?
A. You must state the number of pounds of coffee the family had on hand on November 28, 1942, less one pound for each person whose age is given as 14 or over on Ration Book One.

Q. I've heard that it won't be possible to get change from the grocer in ration stamps, so I'm wondering how I can be sure I'll come out even at the end of each ration period.
A. You'll be able to tell how many cans of rationed foods you can get for your stamps, because the list of point values will be published before each ration period begins. You'll find this information posted in the stores, and you'll see it in the newspapers. Then, follow the practice of using the 8 and 5 point stamps first, saving the low point stamps to make up odd amounts later in the ration period.

Q. May I exchange rationed processed foods with my neighbors?
A. Yes...you may exchange, lend or borrow rationed products without using point stamps. The regulations say, however, that when you exchange, it must be for foods of equal value.

Q. If my son, or some other relative who is in the Army or Navy and has no ration book, comes home on furlough, how do we get enough rationed foods for him?

A. If he is on furlough for 7 days or longer, he presents his leave papers to you local War Price and Rationing Board. The Board will issue a Point Certificate, allowing enough points to cover his leave period. This certificate will be accepted by your grocer instead of point stamps. All the points in the certificate must be used at one time, however...you cannot get "change" in stamps.

Q. Suppose someone in the family is ill and must have more than the normal allowance of processed foods?

A. Apply to the local Rationing Board for a Point Certificate. The Board will give you a form to fill out, stating why you need added rations. This form requires a doctor's certificate, stating how mush processed food you must have.

Q. What do I do if I lose my Ration Book?

A. Go to your Ration Board immediately and explain the circumstances to them. If you can satisfy the Board that the book really is lost, a new one may be issued.

VICTORY GARDEN BULLETIN

Though it's still early, there is plenty of evidence of a big public response to the 1943 Victory Garden campaign. So another 500,000 copies of the Victory Garden Bulletin have been ordered, bringing the total edition to a million and a half.

Copies are now going out from the Government Printing Office in Washington to State Agricultural Extension Services, and thence to county agents. Your listeners can get them from local county agents. Of course, the chief demand will come from town and surburban people who will be gardening in a big way to meet the 1943 goal of 12 million town and suburban gardens.

The Office of Education is sending a directive letter with the Victory Garden Bulletin and other material to 25,000 vocational agricultural and home economics teachers for their guidance as garden leaders.

To make the information about gardens which you give to your listeners timely, you might present it in this order: (1) Selecting the site; (2) ordering seeds and getting tools and materials together; (3) working on garden plans; (4) fertilizer and how to use it.